

100 YEARS

OF HUNDRED YEARS

DISTRICT NO. 1

DISTRICT

DALLAS

DISTRICT NO. 4

DISTRICT NO. 3



EVER-EXPANDING BRANIFF WINGS



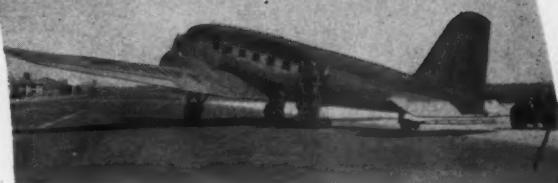
1928



1930



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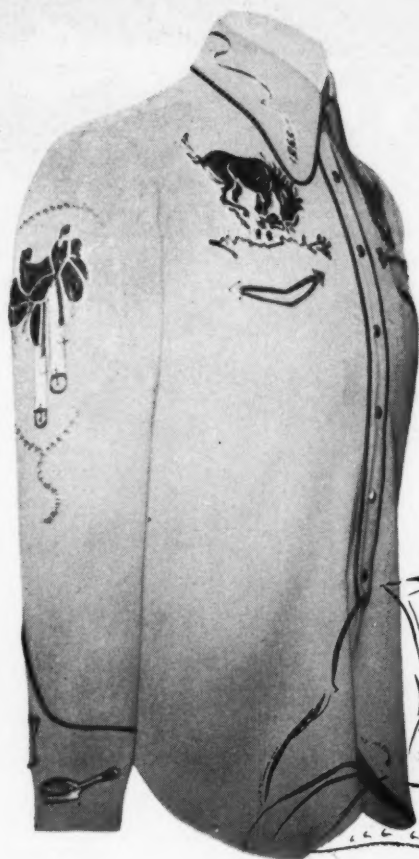
The name "Braniff" first appeared in air transportation history during 1928. From the one plane, three employees, 116 route-mile operation of that year has developed the Braniff Airways of 1946. Today, Braniff's fleet includes seventeen DC-3's, five new 46-passenger DC-4's, a C-47 Air-Freighter, with a new fleet of eighteen Martin 2-0-2's on order for 300-mile-an-hour service. Braniff's policy of expansion is based on constantly improved equipment for greater speed, comfort and safety over its present routes between the Great Lakes, the Rockies and the Ozarks to the Gulf.

1928— 4-passenger Stinson Detroit
1930— 5-passenger Lockheed Vega
1935—10-passenger Lockheed Electra
1937—14-passenger Douglas DC-2
1939—21-passenger Douglas DC-3
1946—46-passenger Douglas DC-4

BRANIFF AIRWAYS

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THIS IS **it**



Here in your own home town is a new "brand" of outdoor clothes "as western as the setting sun." Their name is **FRONTEx WESTERNS** pardner, and they pack as much excitement in their own way as ever a six-shooter did. Made of fine woolens—for men and women—they contrast vivid colors with bright embroidered designs of saddles and longhorns and bucking brons. Wherever the great outdoors beckons for a good time—at dude ranches, summer resorts, riding clubs and barbecues—you'll find the people other people copy wearing **FRONTEx WESTERNS**. Exclusively made in Dallas by the Frontex Company—and exclusively sold in Dallas by Irby Thompson (for men); by A. Harris & Co. (for women)!

IRBY
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THOMPSON

COUNT MAYES, MANAGER

COMMERCE AT ERVAY



BUSINESS CONFIDENCE Built on Years of Success

★ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1869 PADGITT BROS. COMPANY

Leather Goods—
Wholesale and Retail

1869 THE SCHOELLKOPF COMPANY

Manufacturers and Wholesale
Distributors

1872 DALLAS RAILWAY & TERMINAL CO.

Street Railway

1872 SANGER BROS.

Retail Department Store

1875 DALLAS TRANS. & TERM. WHSE. CO.

Warehousing, Transportation
and Distribution

1875 FIRST NATIONAL BANK IN DALLAS

Banking

1876 TREZEVANT & COCHRAN

Insurance General Agents

1876 FAKES & COMPANY

Home Furnishings

1885 MOSHER STEEL COMPANY

Structural Reinforcing
Steel and Machinery Repairs

Established

1889 J. W. LINDSLEY & COMPANY

Real Estate, Insurance

1889 METZGER'S DAIRY

Dairy Products, Wholesale
and Retail

1890 WILLIAM S. HENSON, INC.

Printing and Advertising

1893 FLEMING & SONS, INC.

Manufacturers—Paper and
Paper Products

1896 BRIGGS-WEAVER MACHINERY CO.

Industrial Machinery and
Supplies

1899 DALLAS PLUMBING COMPANY, INC.

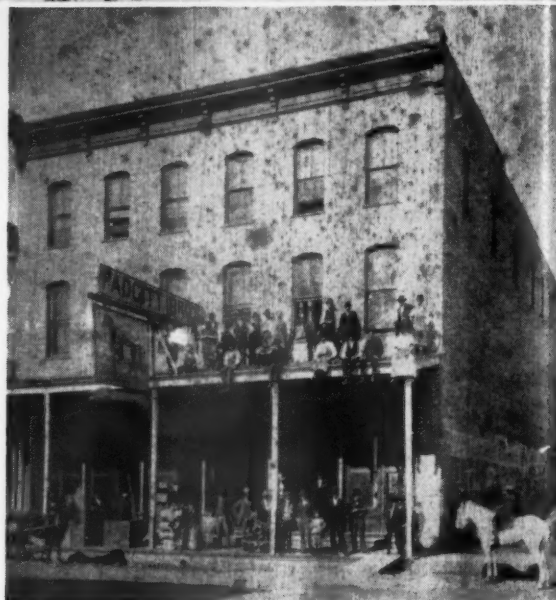
Plumbers

1900 JOHN DEERE PLOW CO.

Agricultural Implements

1903 DALLAS NATIONAL BANK

Banking



First of a series on pioneer Dallas business concerns, this picture shows the home of Padgitt Brothers Company in 1879, then located one door east of Lamar at 1016 Elm and extending through the block. This photograph was presented to the company by Mrs. W. S. Trigg, an old friend of the Padgitt family.

Established

1903 ACME SCREEN COMPANY

Ac-Ka-Me Products, Insect
Screens, Cabinets, Lockers,
Boxes and Venetian Blinds

1903 REPUBLIC INSURANCE COMPANY

Writing Fire, Tornado, Allied
Lines Automobile and Inland
Marine Insurance

1903 FIRST TEX. CHEMICAL MFG. CO.

Pharmaceutical Manufacturers

1904 ATLAS METAL WORKS

Sheet and Metal Manufacturers

Established

1906 HESSE ENVELOPE COMPANY

Manufacturers of Envelopes
and File Folders

1909 THE SOUTHERN SUPPLY COMPANY

Wholesale Hardware and
Industrial Supplies

1911 GRAHAM-BROWN SHOE COMPANY

Manufacturing
Wholesalers

1912 STEWART OFFICE SUPPLY COMPANY

Stationers—Office Outfitters

1914 TEXAS EMPLOYERS INSURANCE ASS'N

Workmen's Compensation
Insurance



DALLAS

VOLUME 25

APRIL, 1946

NUMBER 4

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

CLIFTON BLACKMON Editor
THOMAS J. McHALE Advertising Manager



Member Southwestern Association
of
Industrial Editors

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DALLAS • APRIL, 1946

There is no
Substitute...



For more than a half century Layne-Texas Company has served Industry, Cities and Municipalities throughout the Southwest by providing Well Water Systems of highest efficiency and lowest operating costs.

Now is the proper time for every Industrial plant in Texas to "check up" on its water requirements — to be sure that future needs can be met.

Layne-Texas Company engineers will be pleased to co-operate at any time.





For 56 Years,

VOLK'S HAS BELONGED TO DALLAS

and we are proud of having had the privilege of sharing in its growth!

100 years ago, Dallas was established as the county seat of Dallas County. 44 years later—in the days when ladies were wearing high-top button boots and automobiles were as yet unseen in Dallas—Mr. Leonard W. Volk came to Texas from Baltimore. His love for the Southwest and his confidence in its future, prompted him to open a modest little shoe store at 250 Elm Street.

Now offering a fashion service which includes apparel and accessories as well as shoes, Volk's—under the guidance of Mr. Harold F. Volk, son of the founder—looks forward to an even greater Dallas; and to the opportunity of matching its progress with ever-expanding services, backed by the tradition of quality and integrity which inspired and maintained your confidence!



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DALLA

WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Tale of Two Cities

IT WAS John Nance Garner who was reputed to have made one of the shortest public speeches of his or any other career when he said: "Continuity means seniority; seniority means power."

Called upon at the height of his career to address a banquet in Texas, he arose,



DALE MILLER

uttered that succinct sentiment, and sat down. There was none present who did not know what he meant. He referred, of course, to the necessity of continuing Congressmen in office if they are to acquire seniority and exert political power. He could have cited himself as Exhibit A in the premises. Despite his undeniable ability, no one knew better than he that there is no substitute in politics for continuity in office.

Texas, more so than any other state, has consistently practiced this realistic philosophy, with the result that more important political posts are held by Texans than by Congressmen from any other state. The Speaker of the House is a Texan, as is the chairman of the powerful Foreign Relations Committee of the Senate. On the House side, many Representatives from Texas are chairmen or high ranking members of major committees: Judiciary, Rivers and Harbors, Public Buildings and Grounds, Foreign Affairs, Military Affairs, Naval Affairs, Banking and Currency, and others. Virtually all of them, fortunately, are exceptionally able men, but their positions of eminence were achieved not by their ability but by their seniority. Their rank on committees is determined inflexibly by their length of service. It is the hallowed "seniority rule" of Congress.

Congressmen, of course, are no less mortal than the rest of us, and there comes a time when every constituency, by reason of the death or retirement of

the Representative whom they have faithfully continued in office for many years, must start all over again. This is the unenviable situation which now confronts, simultaneously, the voters of two of Texas' largest cities—Dallas and Fort Worth.

It is a rather unique coincidence that Congressmen Hatton W. Sumners and Fritz G. Lanham made public on the same day early in March their decision not to stand for re-election in the forthcoming primaries. They are two of the oldest members of the House in point of service. When their present terms are over, Mr. Sumners will have completed thirty-four consecutive years in the House of Representatives, and Mr. Lanham twenty-eight. Of the 435 members of the House, only two have served longer than Mr. Sumners and only ten have served longer than Mr. Lanham.

The retirement of these veteran Congressmen will prove of far-reaching significance from more than one standpoint. To begin with, their retirement will adversely affect the entire Texas delegation because it will reduce materially the collective influence of the delegation. It is generally conceded that the Texas delegation in Congress is considerably more influential than that of any other State, and this influence will be perceptibly weakened by the retirement of two of Texas' oldest members in point of service, regardless of whom the people of Dallas and Fort Worth select to replace them. The influence of any one member of a delegation is frequently employed to good advantage by other members, particularly when the delegation is as cohesive and harmonious as that from Texas.

Their retirement will prove significant, too, in the consideration and enactment of legislation. Congressman Sumners is chairman of the Judiciary Committee of the House and Congressman Lanham is chairman of the Public Buildings and Grounds Committee. The chairman of a committee wields extraordinary power—

the committee room usually adjoins his own office and the committee staff is virtually attached to his own—and these two committees are among the most important in the House. Upon their retirement, Mr. Sumners will be succeeded as chairman by Representative Emmanuel Celler of New York and Mr. Lanham by Representative C. Jasper Bell of Missouri, provided, of course, that Mr. Celler and Mr. Bell are re-elected and that the House remains controlled by the Democratic Party.

The retirement of Mr. Sumners and Mr. Lanham will be felt most vitally and directly, of course, by their own constituencies. The loss will prove considerable. It is important to emphasize at this point, I think, that Dallas would have been adversely affected by the retirement of Fritz Lanham, even though Mr. Sumners continued in office, just as Fort Worth would have suffered from the retirement of Hatton Sumners, even though Mr. Lanham continued in office. Whatever rivalry may exist between the two cities on occasions, each has benefited time and again by the influence exercised by the Representative of the other. It is to the credit of both Mr. Sumners and Mr. Lanham that they have repeatedly taken the broad view that Dallas and Fort Worth constitute a single metropolitan area. For this reason the loss of both of these veteran members at the same time will prove more detrimental to the people of Dallas and Fort Worth than they perhaps realize at the moment.

These passing estimates of the significance of the retirement of Mr. Sumners and Mr. Lanham have been on the practical side, because in their combined sixty-two years of service in Congress they achieved through the operation of the seniority rule some power and influence of a practical nature which has proved of value to the districts they represent. But their principal value to Dallas and Fort Worth has been on a somewhat higher plane, of course, than that of practical politics. Just as individuals are known by the company they keep, so are communities characterized by the quality of their public officials. From this point of view the value of these gentlemen to their communities has been great indeed. Mr. Sumners has long been respected throughout the nation as a distinguished statesman, an authority on constitutional government, and an articulate exponent of the democratic system. Mr. Lanham is a man of scholarly attainments, great pa-

(Continued on Page 97)

Men From Metz

which they turned the tables and were hosts to the group that handled the details of their reception, the French mayor and his traveling companion were overwhelmed with Dallas hospitality.

They were guests of the city at the invitation of the Dallas Chamber of Commerce, and their coming repaid a visit last fall to Metz by Lieutenant General Walton H. Walker, who was invited back to receive the acclaim of townspeople grateful to the Twentieth "Ghost" Corps for freeing the city from its Nazi captors back in 1944. General Walker, commanding general of the Eighth Service Command, led the Twentieth Corps as it spearheaded General George Patton's Third Army of liberation.

On the eve of Dallas County's second century, the first city-to-city exchange of good will between the United States and France since the beginning of World War II was of historic significance. The visit of the mayor and major from the old city on the Moselle River in the Department of Lorraine, which has weathered 1,500 years of war and peace, recalled the influx of other countrymen nearly a century ago who first sought to establish La Reunion Colony but later cast their lot with Dallas and added their talent to the city-building skill of Dallas' founders.

A spectacular western welcome was given the stocky, affable Mayor Hocquard and his fellow townsman, tall, tireless, formidable Major de la Vasselais, who wore his French uniform covered with decorations awarded him as liaison officer of the Twentieth Corps.

When the Army vehicle carrying them downtown was swarmed upon by whooping, fast-riding business men and police officer "cowboys," the visitors were transferred to a \$10,000 red-lacquered stagecoach, loaned for the occasion by H. D. Cornell. A four-horse team driven by Ted Hinton pulled the relic of the El Paso mail run up the middle of Main Street between cheering crowds, escorted by the cowhands rounded up by Constable Joe Luther. With the horsemen were the second battalion of the 38th Infantry Regiment and a 56-piece Eighth Service Command Band directed by Warrant Officer Alex Nataslasy. On the steps of the City Hall, Mayor Hocquard and Major de la Vasselais were made honorary citizens of Dallas.

Climax of the first day was the impressive ceremonies at the Hall of State, Fair Park, during which Mayor Hocquard presented the Medal of Metz to 103 officers, enlisted men and discharged

(Continued on Page 141)

—Photographs by Thomas K. Cone, Jr.

MAYOR GABRIEL HOCQUARD

HOMEWARD BOUND to their beloved Metz, Mayor Gabriel Hocquard and Major Guy de la Vasselais winged over the Atlantic last month buoyed by the memories of a week's visit in Dallas which tied tighter a link of friendship between America and France.

Preceding the last farewell at Hensley Field before they boarded their plane for their departure had been the six busiest days in their lives.

From the moment of their arrival at Love Field until a parting luncheon at



BIENVENU! At the end of their 5,000-mile flight from Paris, Mayor Hocquard and Major de la Vasselais were greeted at Love Field by Lieutenant General Walton H. Walker, B. F. McLain, and J. B. Adoue, Jr. They rode in an old-fashioned stagecoach up Main Street to the City Hall for Dallas' official welcome, escorted by mounted cowboys, combat veterans of the 38th Infantry Division in battle dress, a band selected from Eighth Service Command hospital units and armored cars.

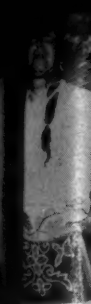


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MEDALS OF METZ, decoration especially struck by the French city to honor its American liberators, the Twentieth Army Corps, were presented by Mayor Hocquard to more than 100 soldiers and ex-soldiers, representative of the Corps' officers and men, during impressive ceremonies at the Hall of State. Included was Capt. Grace I. Mundell, Nickerson, Kan., principal nurse with 59th Field Hospital, second photo from top, right. At left, bottom, Colonel A. W. Akin proudly displays his medal. Gift to the City of Dallas of an urn filled with the soil of historic Lorraine was received by B. F. McLain, bottom photo, right. Evidencing a keen interest in city government operations, Mayor Hocquard and Mayor de la Vasselais (photos at right) saw Dallas water from its Lake Dallas source pouring into a treatment plant; got a close-up view of modern fire fighting equipment; visited Police Chief Carl Hansson; were shown central fire station by Chief C. N. Hann, while Allen Quinn, Dallas Morning News, and Colonel W. A. Collier looked on; and met three former G.I.'s among police students who served in the Metz area, left to right, Lawrence L. Turner, Ronald D. Honeyman, and Glen R. Grimes.



SEVEN TRIBES were represented in Indian war and victory dances which highlighted ceremonial held at Anadarko, Okla., in honor of the visitors

from Metz, who flew to Oklahoma from Dallas. At left, Colonel W. A. Collier is pictured decorating Mrs. Anna Paddlety, Indian war mother. Center photo,

shows Pres. left, and l



LUNCHEON GUESTS of the Anadarko Chamber at the Riverside Indian School, the Frenchmen and other members of the Dallas party were served

by Indian girls from seven tribes. At right, Robert Goombi, president of American Indian Exposition, is shown welcoming Mayor Hocquard. Center

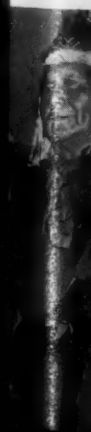
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INDIAN DANCES were participated in by the Frenchmen after being made honorary Kiowa chiefs. Major de la Vasselais is pictured at left with Indian

papoose, Mary Patricia, six-month-old daughter of Mrs. Pearl Ware. Ceremonial included flute solo by Steve Mopape, Kiowa artist, and presentation

of gifts to M- men are sh



Collier
photo



shows President Otis DeGraffenreid of the Anadarko Chamber of Commerce, left, and President B. F. McLain of the Dallas Chamber with Indian chiefs.



Chief Frank Bosin gave the invocation in the Kiowa language. The 179th Army Ground Forces Band played American and French National Anthems.

ent of
enter



photo pictures Indian war mothers who gave victory dance. Ceremony included colorful Eagle Dance by Steve Mopope, with Wilson Ware as drummer.



Tribal chiefs represented the Kiowas, Comanches, Wichitas, Caddos, Delawares, Kiowa-Apaches, and Fort Sill Apaches.

ere-
tion



of gifts to the adopted chiefs. At bottom, second photo from right, the Frenchmen are shown being greeted by F. H. Fromming of Oklahoma City, formerly

manager in Paris, France, for the Royal Typewriter Company, and his daughter, Miss Anita Fromming, who are planning to return to France soon.





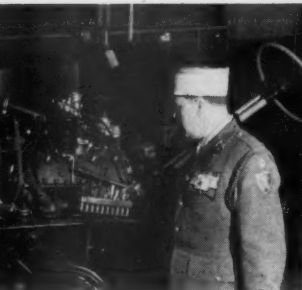
AT LOVE FIELD, Mayor Hocquard and Major de la Vasselais visited the shops of Braniff Airways and were luncheon guests of T. E. Braniff, right, in the airport restaurant.



S.M.U. TOUR started with a reception for the French visitors in the office of Dr. Umphrey Lee, Southern Methodist University president, who is pictured at top, left, greeting Mayor Hocquard, while H. Wynn Rickey, head of the French department, looks on. The Frenchmen also visited a French class, attended a special convocation in their honor, for which S.M.U. faculty members and officials filled the stage, and were saluted by the student body singing "Varsity" played by the Mustang band. Above, left, B. F. McLain, left, is shown being presented with a Medal of Metz; and at right, President R. L. Thornton, center, welcomes the visitors to the Mercantile National Bank.



A COLOR GUARD bearing the flags of America, France and Texas, the Eighth Service Command band, and the second battalion of the battle-wise 38th Infantry Regiment escorted the Frenchmen up Main to the City Hall for Dallas' official welcome.



INDUSTRIAL PRODUCTION American-style was observed by Mayor Hocquard and Major de la Vasselais at Ford Motor Company's Dallas plant, where A. E. Klemmedson, manager, explained assembly line operations. They were presented with bouquets of roses by Rosella Smith and Dorothy Lanier, shown at right. Scenes below picture "wild west" welcome staged by whooping, yelling, hard-riding cowboys led by Constable Joe Luther.





METZ MEMENTOES, distributed at the Dallas Chamber of Commerce luncheon, included a painting presented to Colonel W. A. Collier, photo at left, and a Medal of Metz awarded J. B. Adoue, Jr., photo at right. At center, Mayor Hocquard is shown being greeted by a fellow countryman, Leon Beyrle, a native of Marmoutier, Alsace, now a Dallasite.



TYPICAL TEXAS BARBECUE was served the visitors from Metz by John W. Carpenter at his Dallas County ranch. At left, above, Ben H. Carpenter, recently returned from overseas service in India, Burma and China, shows the Frenchmen a captured Japanese saddle given him by a Chinese general. John W. Carpenter, center photo, presents Major de la Vasselais with a commission as honorary Texas ranger. At right, above, Lieutenant General Walton H. Walker is shown, center, with the Frenchmen. Pictured at right, top to bottom, are: (1) Major de la Vasselais and Theo P. Beasley; (2) J. Ben Critz, Mayor Hocquard, B. F. McLain, and Major de la Vasselais; (3) General Walker and Colonel T. G. Lanphier, deputy Veterans' Administrator in charge of the Dallas branch of the Veterans' Administration; (4) County Judge Al Templeton, Mayor Hocquard, and Captain L. J. Dow, commanding officer of the Dallas Naval Air Station. Below, the Frenchmen are pictured at the plant of Nardis Sportswear, Inc., where they received many gifts including a Dal-

las-made dress for Mayor Hocquard's sister. Sherry Knopf models the dress while Miss Helen Hagen, Nardis designer, calls attention to the exclusive Texarama print of cattle brands. At bottom, Ike Clark, Nardis vice president and general manager, explains a step in dress manufacture.





AT HOCKADAY SCHOOL, Mayor Hocquard and Major de la Vasselais were presented with a souvenir book of campus scenes by Miss Betty Bollman, preparatory school, left. They are pictured, center, with Miss Norma Lee Dougherty, who welcomed the guests to the lower school, and Miss Grace Hesse, coordinator of Hockaday activities. At right, the Frenchmen are shown with Miss Lucette Moulin, French teacher, and Miss Ela Hockaday. Visiting the Byer-Rolnick Hat Company (photos at left), they saw how Texas hats are made with French fur felt and were presented with bunches of bananas, their first in seven years, and hats.

Men From Metz

(Continued from Page 8)

members of the Twentieth Corps who live in Texas. During the ceremonial which was opened with a 15-gun salute by a battery of 105 mm. howitzers, the Metz mayor presented to the people of Dallas an urn filled with soil from Granelotte, where the casualties were the heaviest in the battle to break the German hold on the ancient forts of Lorraine.

"This is in memory of the American soldiers who saved the liberty of the world," said Mayor Hocquard.

At a later ceremony in the great hall

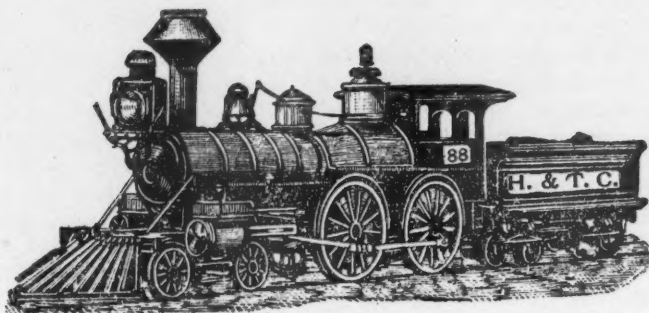
of the Hall of State, the Dallas Historical Society also became custodians of mementoes associated with Lafayette, famed Frenchman who aided the American Revolutionists.

The schedule of events for the Metz visitors which never slackened also included a visit to Dallas schools, industries, and public works; a public luncheon sponsored by the Dallas Chamber of Commerce; and a day's trip to Anadarko, Okla., where Mayor Hocquard and Major de la Vasselais were made honorary chiefs of the Kiowa Tribe at the Riverside Indian School.

LAFAYETTE MEMENTOS were given the Dallas Historical Society by Mayor Hocquard (photo No. 1, below) on behalf of the present Marquis de Lafayette, great grandson of the famed French soldier. Lieutenant General Walton H. Walker, who received them from the Metz mayor, turned them over to George Waverley Briggs (2). Officers W. C. Fannin, left, and C. A. Jones, who provided police escort for the Frenchmen during their Dallas visit, are pictured (3) with Major Joseph E. Burrows, Army transportation officer. The press jeep (4) was driven by T/Sgt. M. J. Breaux. The mayor and major admire a chuck box (5) of spices and sauces, gift of Texas Brands Distributing Company. Louis Foy, left, and Eric F. Schwab (6), who came to Dallas to report and photograph the visit of the Frenchmen for newspapers of France, are pictured with Lt. Vivian Locke, nee Princess Bunnatima of the Choctaw Nation, who served as aide to Mayor Hocquard. Photos at left, top to bottom, show: (1) Left to right, General Walker, Mrs. William Neale, Mayor Hocquard, Mrs. W. E. Crow, and Mrs. Walker; (2) Major de la Vasselais; Miss Grace Robinson, WBAP; and Frank Chappell, "Daily Times Herald"; (3) Mayor Hocquard and Miss Lois Sager, "Dallas Morning News"; and (4) B. F. McLain, Colonel W. B. Leitch, Richard Nash, and Mayor Hocquard.



Kahn's was already making history when the first railroad came to Dallas



Above: As Kahn's appeared nearly three-quarters of a century ago. Right: Our present store, housing modern apparel shops for men, women and boys.

ONE HUNDRED years ago, Dallas County was founded. Just 26 years later, in February, 1872, E. M. Kahn & Co. was founded... six months before the first railroad came to Dallas.

During these 74 years, Kahn's has made history unique in the annals of merchandising, with one ownership, one policy... and one location at Main and Elm at Lamar for nearly three-quarters of a century... catering to four generations of Dallas citizens.

As Dallas' oldest retail store, Kahn's will continue to make history in the years to come... always maintaining our standards of quality and fair-dealing... always endeavoring to uphold our principles of friendship and genuine Texas hospitality.

Lawrence J. Kahn



E. M. KAHN & CO.
MAIN AND ELM AT LAMAR

Dallas' Oldest Retail Store



First Dallas County Dwelling.

THE FIRST 100 YEARS

FROM creaking ox-cart to soaring sky train, Dallas County has ticked off its first century of progress and entered a new era of growth and development.

Only a few clusters of log cabins dotted this almost wilderness area when, on March 30, 1846, Texas' first state Legislature carved the new Dallas County from the wide spread of Robertson and Nacogdoches Counties. On April 18 the not yet incorporated town of Dallas was made the temporary county seat; and on May 12 the earliest settler, John Neely Bryan, was empowered to call an election for county officials.

Bryan had liked this fertile country when he came down from Arkansas with a Cherokee companion, and late in 1841 he returned to build his first crude cabin on the east bank of the Trinity. In those days he wore a buckskin suit, flannel shirt, broad-brim hat and leather moccasins. He brought little with him except his faithful horse, Walking Wolf; his bear dog, Tubby; his flintlock rifle, his Bowie knife, and his ax. He needed little else, as wood was abundant and there was plenty of venison, turkey, and other game. Wild honey provided all the sweetening needed. With strips of buffalo hide, Bryan harnessed his horse to a primitive plow made of a bois d'arc fork and broke a little land. For crossing the river he dug a boat from a cottonwood log.

Soon there were other cabins on the river bank, and before long settlements rose on near-by sites, such as Hord's Ridge—in what later became Marsalis Park—Cedar Springs, Farmer's Branch, and Cedar Hill. The election on a permanent county seat was not held until July, 1850, when Dallas received 191 votes, Hord's Ridge 178 and Cedar Springs 101. In a runoff on the last day of that month, Dallas nosed out Hord's Ridge, 244 to 216.

The next year some of the county's young men marched off to the war with Mexico, and two years after that a few succumbed to the lure of California's gold. But new settlers came in faster than these left, and the cluster of cabins began to expand. By the time the county was incorporated, its pioneer farmers

had discovered that most of the land was adapted to either wheat or cotton. But lack of transportation made cotton growing impractical then, and Dallas County was known for years as the center of the North Texas wheat belt.

With plenty of good pasture available, Bryan and others also took up the raising of beef cattle. From about 1845 on, Isaac B. Webb of Farmer's Branch had on the

By Wayne Gard

open range a small herd bearing the IW brand. By 1852 John Brandenburg was running the JB brand, and in 1859 N. B. (Bony) Anderson registered his round-topped A brand.

Not all the early pioneers met success. The Frenchmen who came in loose blouses and wooden shoes in 1855 to found La Reunion Colony had the bad luck to pick about the poorest land in the county. Soon most of them succumbed to grasshoppers, drouth and their own inexperience. The towns, too, had their calamities. Cedar Hill was blown away in 1856 by a storm that killed eleven persons and left only two cabins, and on a July afternoon in 1860 a fire that started from men smok-

ing in Sam Prior's drug store wiped out most of Dallas.

Yet homes and other structures were rebuilt faster than they were destroyed. Dallas' frontier hotel, the Crutchfield House, built of logs in 1852 and lost in the 1860 fire, was rebuilt of brick and lumber hauled from Buffalo Bayou. By this time the county was well supplied with blacksmith shops, grain mills and other small businesses and had opened a number of pioneer schools and churches. For entertainment the people had square dances in the cabins and quarter-horse races on the prairie turf. Steel Dust, from below Lancaster, became the most famous Texas sprinter of the fifties and the sire of many a noted steed.

By 1860 Dallas County had a network of stage lines, and every town knew the blast of the driver's horn and the clatter of horses' hoofs as the coach rolled in. But as mud roads made this transportation uncertain and as dry goods and fancy groceries still had to be hauled laboriously from Gulf ports or towns on the Louisiana border, citizens here began agitating loudly for river boats and railroads. As early as 1849 the county sent three delegates to a Trinity navigation meeting at



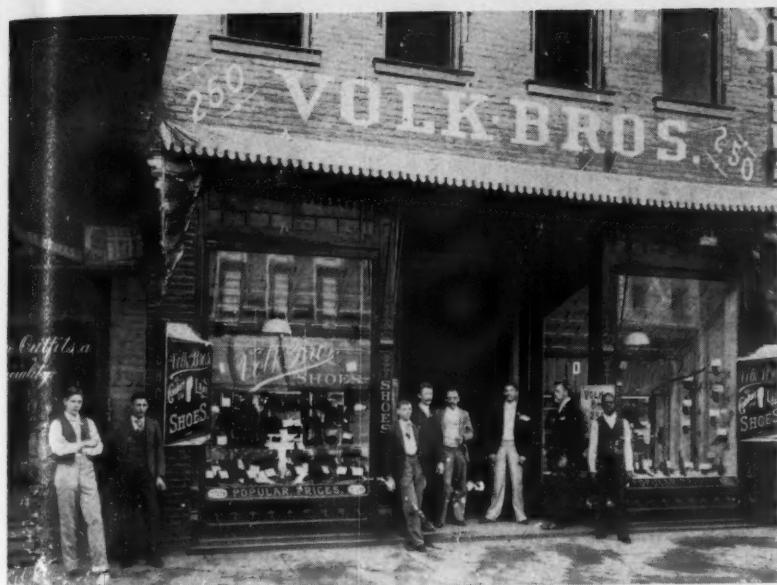
ROSS AVENUE scene showing early day Dallas homes.

THIS 1851
Volk Bros.
Volk's mo-
At right

Huntsville
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DALLAS



THIS 1892 PHOTO shows early Dallas store of Volk Brothers Company, a striking contrast with Volk's modern downtown store and Village Shop. At right is pictured old Dallas Club Building.



Huntsville, and spokesmen for the county were active for decades in getting railroads built in this direction.

Progress toward these ends was interrupted by the Civil War, in which many Dallas County youths heeded the bugle's call; but in 1868 the county welcomed a steamer that had come up the river from Galveston. Four years later the arrival of the first train from Houston was celebrated with music, oratory and a great feast of barbecued buffalo meat. When in the following year, 1873, Dallas became the intersection of two railroads, the county's future was assured.

An iron toll bridge across the Trinity had been completed in 1872, and the following year saw the erection of more than seven hundred buildings, including a stone courthouse. Dallas was on a boom that pushed its population past the ten thousand mark in 1880. As the 1873 panic brought railroad building to a temporary halt, cotton and wheat and buffalo hides were still hauled into Dallas by wagons from counties to the west. A wagon-train of buffalo hides from Fort Griffin might include as many as forty wagons, each drawn by six or eight mules. As the hides made light freight, they were piled high and held in place with ropes and poles. Buffalo robes retailed in the stores at a dollar to a dollar and a half, and a good doeskin suit could be had for twelve dollars. Jerk buffalo hams sold at three cents a pound; a whole saddle of venison

cost only forty cents. Surplus cattle were still driven up the Chisholm Trail to northern markets.

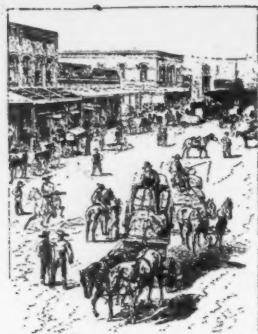
Dim lamps were placed on three Dallas business streets in 1874; those who wished to avoid mud holes elsewhere could carry lanterns. Hogs ran loose in the streets by day, and barking dogs were a nuisance at all hours. But progress was on the way. Mule-drawn streetcars—often called hayburners—carried people from the courthouse square to the railroad station on Central Avenue, and Dallas was becoming known as a center for fine saddles and other goods. Belle Starr ceased to race through the streets, and cow hands gradually desisted from shooting up the town on Saturday night. In 1878 adventurous youths joined Capt. June Peak's special company of Texas Rangers to chase Sam Bass and his train-robbing brigands.

In the eighties Dallas became a center for cock fights, some of which drew visitors from other states. Other amusements included dog fights, rat killings and fistic encounters back of Flanagan's saloon. But culture gained an opening wedge with the opening of the opera house in 1883, where people from the whole county could enjoy performances by Edwin Booth, Lily Langtry, Sarah Bernhardt and other stage stars. Music had its inning, too; and 1886 brought the first State Fair of Texas. Lawn tennis was introduced in the same year, and parades and races on high-wheel bicycles were becoming a rage. Before long, people might even go chasing after that worst of all follies—the horseless carriage.

Even then, few would have predicted that by the close of its first century Dallas County would have more bank deposits than any other Texas county and would lead the state in aviation and many other enterprises. Still far in the future were the cheering thousands at the Cotton Bowl football game, the grand opera season and a symphony orchestra that would command national attention. But the foundation had been laid soundly for making products that would be in demand over the whole country and for retail merchandising that would draw customers from as far as Hollywood.

Urban progress was matched by that of the county's farms. Wheat gave dominance to cotton which reached a peak of 69,118 bales in 1917, then gave way to diversification that included vegetables, feedstuffs, and poultry. Leathery Longhorns were displaced by sleek Herefords, and before the Second World War Dallas had become one of the leading Texas counties in dairying, turning out nearly nine million gallons of milk a year. The war's impetus spread manufacturing in the county and brought a spurt in population.

On the threshold of their second century, Dallas and Dallas County people have shown their faith in the future by voting forty-nine million dollars in bonds for a new civic center, a great medical center, a modern road system and a livestock arena for rodeos, horse shows and the big Pan-American Hereford Show. That kind of foresight, enterprise and unselfish energy that made Dallas County what it is today has a clear road ahead in developing this metropolitan area to the degree that the whole Gulf Southwest will look here for leadership.



ELM STREET, DALLAS, 1879

Do cities have personality? Here is evidence to show that Dallas had all its well-known traits—aggressiveness, opportunism, self-appreciation—when it was just a village.

“Hurrah for Dallas!”

CITIZENS of Dallas County have authorized approximately \$50,000,000 of bonds to finance a multiplicity of projects incorporated in a dazzling blueprint for a greater city and county.

Several million dollars' worth of work under the Dallas Master Plan is already under way and several millions more is on the drawing board.

Obviously, Master Plans, so current and so plentiful, tend generally to present confusing mixtures of idealism, crackpotism, and realism, so that it is sometimes suspected that all of them emanate from bright-eyed gentlemen who specialize in stairways to Utopia. Yet there are exceptions. The Master Plan of Dallas, city and county, is a logical—perhaps historically inevitable—outcropping of personality traits that have been in evidence, and in use, for a century.

That cities and counties have recognizable traits of character and personality is a notion derived from folk wisdom, not metaphysics. The personality of Dallas was defined before most of its present citizens were born, and its traits of character and mind seem to have undergone little change since the 1840's and the 1850's.

A discerning foreigner, if he should study the current Master Plan, would probably conclude that present-day Dallas is characterized by such traits as aggressiveness, promotionalism, opportunism, investmentism (which is a sort of civic merchandising); and that it chooses its civic objectives after shrewd forecasts of the probable direction of economic and social winds. The first third of Dallas' century of history shows that these traits are not new. They are the traits that transformed a muddy-river settlement into a city.

Dallas is an example of a city that man has made, with little help from Nature,

and practically none from Providence. To a great degree, all cities are man-made; but most of them received their initial impetus from their favorable position.

In founding his settlement in the Republic of Texas, John Neely Bryan in-

By Herbert Gambrell

tended to establish a trading post to tap the Indian trade. The relatively easy crossing of the Trinity River near the present Dealey Plaza led him to hope that a profitable Indian trade could be built up there. There was one oversight: No prosperous or sedentary Indians passed this place in the normal course of their wanderings. Bryan found this out soon enough; but he had already burned his bridges behind him in Arkansas, and he stayed to lay the foundations of a trading mart of another type. This is the first example of what was to be a trait of Bryan's city—its ability to shift its goal without changing its essential objectives.

It is likely that a city should have developed within a reasonable radius of the site of Dallas, perhaps even as close as Hord's Ridge, or Cedar Springs, or Mustang, later known as Farmer's Branch. But what real advantages of location did Bryan's Dallas possess over any of these during the early years?

“Perhaps,” Frank H. Cockrell wrote, “a freshet filled the channel (of the Trinity) when he saw it and emphasized navigation, which was one of the determining factors.”

This may be *ex post facto* reasoning, but it is certain that navigation is the oldest and most persistent theme in the promotional activities of Dallas, and it is just about as certain that it was a man-inspired dream, and not something which Nature made evident or even probable. Witness this earliest reference to Dallas, in the *Telegraph and Texas Register*, Houston, November 22, 1843:

It is believed that the Trinity can with little difficulty be made navigable to Dallas . . . Should these expectations be realized, the upper Trinity will soon be one of the most desirable situations of Texas, and the colony in the Cross Timbers will become the center of a flourishing settlement.

This item was inspired, no doubt, by someone interested in the development of Dallas; it is unlikely that such an idea occurred to the editor of the *Telegraph* in his sanctum at Houston.

Cockrell, who knew Bryan in his old age, wrote that less experienced town-promoters would have chosen Cedar Springs or Hord's Ridge, but that Bryan purposefully passed them by and chose the sandy plateau for his townsite. For John N.

As early as 1872 the Texas Almanac pointed Dallas out as one of three North Texas towns already “beginning to put on the airs of a city.” That her rivals even at that time recognized Dallas' city-building psychology is evident from the Fort Worth Democrat's complaint in 1872 that “The first thing the children are taught to speak is ‘Hurrah for Dallas!’ and the tyro chirographer scrawls it in writhing characters over a ream or two of foolscap.”



TRENT HOUSE on the campus of Hockaday School has a distinguished career of 75 years to look back on. Originally the Caruth home at a time when the Caruth farm northwest of Dallas was the showplace of the county, the old mansion was moved in 1919 from what is now Greenville Road and Belmont to a new location on the campus, and today houses 25 girls of the Hockaday preparatory school. In the *Gay Nineties*, Miss Mattie Caruth was the attractive daughter of the house. She kept the home lively with parties, with young ladies invited out from Dallas to spend the night and the young men coming for the dancing and going back to Dallas when the evening entertainment was over.

Bryan was not a farmer-come-to-town, but an experienced town promoter. He left his father's stock farm in Tennessee at an early age, worked in a mill, moved to Nashville, where he studied law, then, in 1833, crossed into Arkansas to become an Indian trader. He and a partner located and promoted the townsite of Van Buren, Arkansas (of more recent Bob Burns fame); and not until after he had decided to establish his town in the Re-

public of Texas, did Bryan dispose of his interest in Van Buren.

Four years after Bryan settled on the Trinity, he was joined by John C. McCoy, who also had had some experience in town promotion. McCoy had helped start Kansas City. He had been "present at the first sale of lots... and with his own hands wrote out the title deeds to the property then and there conveyed." Bryan and McCoy were never partners in the formal sense; but in the all-important matter of promoting the development of

Dallas, they were colleagues. After Bryan relinquished his interest in the Dallas townsite to Alexander Cockrell, McCoy remained to counsel the new proprietors in public relations.

Thus, the foundation of Dallas as a town were laid by two men who knew what they were about because they had done it before. From the start, the direction of Dallas' growth was consciously shaped. This furnishes perhaps the most important clue to its subsequent development and to the essence of its spirit.

Bryan, who was the sort of man whose reach exceeded his grasp, projected a townsite, laid off lots, and soon there was a word-of-mouth campaign to attract settlers. John B. Billingsley, who started from Missouri to find the Texas metropolis in 1844, gives evidence of its effectiveness:

We had heard a great deal said about the three forks of the Trinity and the town of Dallas (he wrote). This was the center of attraction and it sounded big in the far-off states. We soon reached the place we had heard of so often; yes, the place; but the town, where was it? Two small log cabins—this was the town of Dallas, and two families of ten or twelve souls was its population.

Previous to Mr. Billingsley's disappointing discovery of the "center of attraction," Bryan had been joined by two families who had come first to the present site of Bonham, then had trekked to Bird's Fort, and finally had drifted—one, literally, in a canoe—to Bryan's cabin. The Gilberts saw no future for the place and returned to the Red River country; the Beemans remained, and Bryan married one of their daughters the next year.

It was this promotional campaign that had brought McCoy from Indiana to be



Early Day Home of Sanger Brothers.

About the Author. Herbert Gambrell, whose article "Hurrah for Dallas!" is reprinted from the *Southwest Review* with revisions, is associate professor of history at Southern Methodist University, is director of the Dallas Historical Society and vice president of the Texas State Historical Association. He is author of "Mirabeau Buonaparte Lamar: Troubadour and Crusader" and studies of James Stephen Hogg, Anson Jones, and other figures in Texas history.



Middleton Block.



THE NEW AND THE OLD are revealed in these photos showing Titche-Goettinger Company's modern department store in sharp contrast with its pioneer predecessor.

sub-agent for the Texian Land and Emigration Company. He, too, had arrived at Bryan's cabin, "expecting to find Dallas a well-built town, such as the maps and charts of Peters Colony represented it to be." Why McCoy chose Dallas rather than Cedar Springs or Farmer's Branch, both of which were nearer the scene of his work, is not of record; perhaps it was the opportunity he sensed to help promote a city. At any rate, he came; and he remained, to become the leader of the city and of the local bar, until his death in 1887.

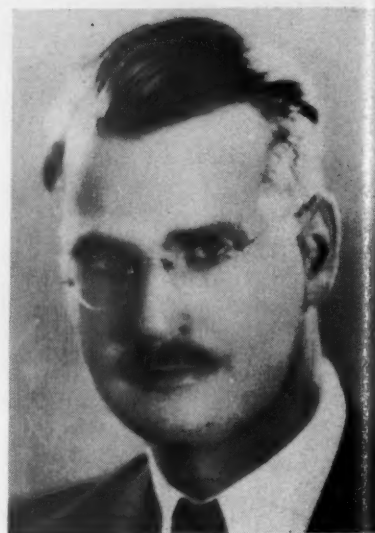
If Bryan, during the early days of Dallas, missed a trick, it is hard to discover what it was. For example, he stole a march on the rival communities when he got his town made a postoffice of the Republic of Texas late in 1843. He became the first postmaster, but after holding the position for three months and receiving only 18½ cents for his work, he resigned. That was no job for a promoter.

After Texas entered the Union, Bryan, a sort of one-man Chamber of Commerce and Citizens' Council, induced the First Legislature to create Dallas County and designate his town as the temporary county seat. Dallas Countians, already accustomed to coming to Dallas for their mail, became accustomed to attending court there, but not all of them were convinced that Dallas should be the permanent seat

of justice. At the first election, August 5, 1850, there were one hundred ninety-one votes for Dallas, two hundred seventy-nine against her. At the second, Dallas won by twenty-eight votes.

The promotional skill of the founders was directed not only toward securing for Dallas every possible advantage over neighboring towns, but also toward creating a sense of city-building, as contrasted with town-building, among the inhabitants. J. Wellington Latimer, publisher of a paper in Paris, Lamar County, decided that the Trinity region offered greater opportunities. In 1849 he moved the "weekly weakling on a little ox cart" to Dallas and began publication of the *Cedar Snag*, soon rechristened the *Dallas Herald*. No other town in the county boasted a newspaper—and if the county seat had gone to Hord's Ridge or Cedar Springs, the paper doubtless would have followed it. But the paper was here, the courts were here, the postoffice was here, and here all hands worked to keep them. A county seat with a newspaper is quite a different place from a crossroads town without a press. Bryan and McCoy and Latimer knew this and worked to keep the advantage. One doubts if it would be possible for a town to put on city airs without the aid of a newspaper; no one seems ever to have tried it.

Even in its early development, Dallas had the magnetism of potential opportunities which drew entrepreneurs and accentuated the urban, cosmopolitan atmosphere. Maxime Guillot, for example, arrived in New Orleans from France early in 1850. He was a skilled artisan—a carriage maker. Yellow fever in New Orleans and a Gallic yearning for seeing the frontier drove him to Shreveport, then to Denton County, and finally to Fort Worth, where Major Russell employed him as a wagon maker for the government. When the troops were removed from Fort Worth, Guillot came thirty miles east to Dallas and established a carriage factory—the only one in this part of Texas



HERBERT GAMBRELL

and the first factory of any kind in the village of Dallas. Surely a frontier trading post that had a newspaper, a factory, and a Frenchman, with a wife fresh from Paris, was on its way toward becoming a city.

In 1855 an amazing procession passed down Main Street to the river. Two hundred Europeans, who had walked in wooden shoes from Houston, were on their way to establish La Reunion, a few miles west of the Trinity River. Victor Considerant, apostle of Fourierism, had visited Texas earlier, selected the site for his phalange, and had recruited members from the artisan and professional classes of French and Belgian cities. And here they were. It is not recorded that the Dallasites, who probably were as firmly opposed to Socialism then as now, protested against the communist settlement. On the contrary, John C. McCoy had aided Considerant in arranging for the purchase of land, and merchants knew that even communists could be customers.

The dénouement was not long coming. The communal experiment was to have

(Continued on Page 91)



VISITORS to the State Fair of Texas in 1903 found this exposition building one of the finest of the day.

Pioneering



...with DALLAS

NEARLY seventy years ago Katy's pioneer rail connected the frontier settlement of Dallas with commerce from the North. Down "The Great Immigrant Route" poured the men, money and materials which brought new life and growth to this hardy Texas outpost.

From that day to this, Katy's activities have been geared to a Greater Destiny for Dallas. Providing first a powerful impetus to homesteaders and commerce, now a prime mover in industrial expansion, Katy partners itself even closer to its Texas Headquarter city and to the territory it serves.

The Katy is proud to have played a vital part in building the greater Dallas of Today—looks forward to providing fast, dependable, modern transportation to build the even greater Dallas of Tomorrow.

345

MISSOURI • KANSAS • TEXAS RAILROAD SYSTEM



DALLAS COUNTY: What's Behind Today's Trends; What May Be Expected Tomorrow

WHAT is happening in Dallas? This is a question the Dallas Chamber of Commerce is asked many times daily.

The Chamber of Commerce answers this question by telling what is happening in Dallas County, for Dallas city and county have long been synonymous. The Dallas Chamber of Commerce serves the entire county, as a single metropolitan district. Its program for progress embraces every section of the county metropolitan, and any development in Dallas County today is certainly important to the entire metropolitan community.

Briefly, this is what is happening in Dallas County as it begins its second century with brighter prospects than ever before. Every barometer of business indicates continuing increases. All other tests forecast more rapid growth.

In 1945, Dallas County's population went past the 500,000 mark, an increase of more than 25 per cent since 1940.

When World War II ended, most business indices for Dallas County dipped slightly in either August or September, 1945. After that momentary drop, however, the business thermometers went back up, and have continued to show consistent increases, month by month, over the corresponding months of 1944 and 1945.

Since 1941, Dallas County has absorbed some 26,000 housing units, and is crying for more. Never before has there been such a demand. Prospects are good for completion of an additional 5,000 units during 1946.

Commercial and industrial construction in Dallas County is at an all-time peak. Building permits during the first three months of 1946 were issued at a \$65,650,000-per-year rate.

More new business enterprises have been established in Dallas County since V-J Day than in any previous comparable period.

Dallas County department store sales have remained well above the national average. (See chart reprinted from "Business Week").

Dallas County bank deposits are the greatest in the South or Southwest. Dallas County's volume of banking business exceeds that of any other county in the

By Andrew W. DeShong

Southwest. Three of Dallas County's banks are bigger than the *biggest* bank in Houston, the Southwest's No. 2 city.

Postal receipts in Dallas County in 1945 exceeded the total for any other Southwestern county.

Dallas County consistently continues to originate more air mail, air express, and airline passengers than any other area in the Southwest.

Civic progress has been ordered by the people of Dallas County. First, they authorized a \$7,000,000 bond issue for a new Memorial Hospital. Then, they authorized a \$2,000,000 bond issue to finance rights-of-way purchases for a three-year, \$15,000,000 State and Federal highway construction program. Then, those who live in the City of Dallas authorized a \$40,000,000 bond issue to finance ten years of municipal Master Plan improvements. At the same time, Dallas County continues to enjoy the lowest net tax rate of any metropolitan area of the Southwest, based on the adjusted rate for Dallas city, county and state taxes.

These trends are merely guideposts to Dallas County's second century.

A basic factor to keep in mind when thinking of Dallas' second century is the county's position today.

Dallas and Tarrant Counties constitute the *greatest concentration* of population, buying power, and business volume in the Southwest. Together, they outweigh any comparable area between California and the Atlantic Ocean, south of the Mason-

Dixon Line.

In the 1940 Census, the Bureau of the Census defined the Dallas metropolitan area as including the entire county, except a small section in the southeast corner. It defined Fort Worth's metropolitan area as including about half of Tarrant County, east to the Dallas County line. Thus, only the imaginary boundary between the two counties prevent their becoming a single, continuous metropolitan district in name as well as in fact.

In addition to this concentration of population and business in Dallas and Tarrant Counties (of which Dallas accounts for about 65 per cent), there is also the further concentration of the Southwestern market within 100, 200, and 300 miles of Dallas. To appreciate this concentration, compare the statistics for Dallas, Houston and San Antonio, which are given in the table below.

Thus, it is obvious that Dallas is the hub of the Southwestern market. A business in Dallas can operate out of the spokes of the wheel to any radius best suiting the circumstances of that particular business. The market thus defined, with Dallas as its center, may range from Dallas and Tarrant Counties to the entire Dallas Southwest, or even to the nation.

Basically, Dallas has grown as a distribution center, retail and wholesale. Distribution requirements led to manufacturing. Then, as a corollary, came its growth as a financial center, a manufacturing center, a medical-hospital, educational, cultural, and entertainment center. The nature of this growth has created for Dallas distribution facilities unexcelled by those of any other Southwestern center, because Dallas' interests were of a type which had to have the best possible distribution facilities.

Another important factor has been Dallas County's high degree of diversification. Neither distribution, nor manufacturing, nor finance, has ever dominated

COMPARATIVE MARKET DATA	WITHIN 100 MILES			WITHIN 200 MILES		
	DALLAS	Houston	San Antonio	DALLAS	Houston	San Antonio
Total Population (1940)	1,838,099	1,248,689	903,886	5,068,598	3,704,131	2,731,833
Effective Buying Income (1944)	\$1,855,318,000	\$1,390,821,000	\$1,153,401,000	\$4,187,855,000	\$3,329,236,000	\$2,602,444,000
Retail Sales (1944)	\$ 858,006,000	\$ 651,575,000	\$ 378,569,000	\$2,034,466,000	\$1,545,721,000	\$1,212,129,000
Motor Vehicles (1940)	494,594	361,635	253,840	1,236,722	920,678	758,795
Value of Crops Harvested (1939)	\$ 100,562,000	\$ 39,709,000	\$ 24,093,000	\$ 258,118,000	170,504,000	115,428,000

the community's economic life. In 1940, there were differences of only a few thousand each in the number of persons employed in Dallas County's retail business, wholesale business, and manufacturing industries. Service businesses, finance, and insurance were also about equally balanced. Thus, Dallas County has never put all its eggs in one basket. Its diversification fortifies it against the frequently severe dips of the business cycle experienced by cities of less well-balanced economies.

With this analysis of Dallas County's past, and the foundation of its consistent growth and prosperity, it is well to point out in more detail some of the developments currently under way in Dallas County.

The rapid 1940-1945 growth of the county meant a tremendous increase in volume of business, and in every line of business. During war years, neither the retailer, the wholesaler, nor the service business could make the physical expansions which would normally accompany such a growth in population and trade. The result was that, when V-J Day came, there was a tremendous backlog of expansion demand among retail stores and wholesale houses.

As an indication of how Dallas County is now expanding in retail business, here are listed some of the major projects already under way or definitely announced for construction as rapidly as materials become available and restrictions are lifted:

Sears, Roebuck and Company—

Two suburban department stores, one already under construction; total cost in excess of \$3,000,000.

A. Harris and Company—Eight-story annex to the Elm Street frontage, to be erected at a cost of about \$1,000,000.

Neiman-Marcus Company—Additional floors and an annex to the present building, to cost more than \$1,500,000; plus plans for a new suburban store, costing \$500,000.

J. C. Penney Company—Seven floors of a new, 11-story building to be constructed at Main, St. Paul and Commerce.

WITHIN 300 MILES

DALLAS	Houston	San Antonio
9,757,882	7,436,008	5,173,363
\$8,317,087,000	\$6,251,975,000	\$5,077,838,000
\$4,042,750,000	\$3,029,888,000	\$2,381,266,000
2,363,715	1,702,012	1,443,952
\$ 482,456,000	\$ 362,006,000	\$ 228,275,000

Titche-Goettinger Company—A new, 100,000-square foot warehouse.

James K. Wilson Company—A new \$300,000, four-story building.

Franklin Stores—A new six-story

building at Elm and Akard Streets.

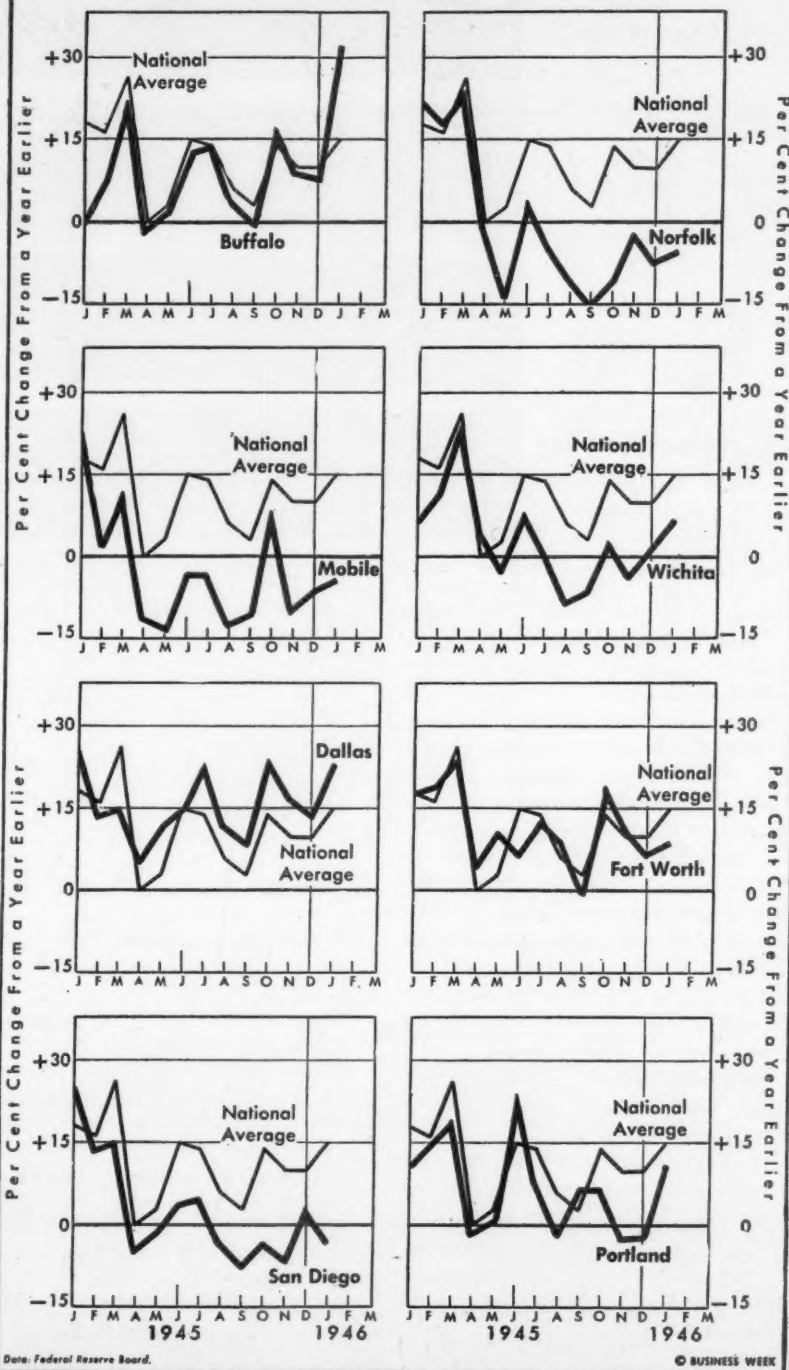
Mangel's—Long-term lease on the four-story Liggett Building, Elm and Ervay, to be completely remodeled.

Cokesbury Book Store—Annex to

Reprinted by special permission of "Business Week."

WHO SAID GHOST TOWNS?

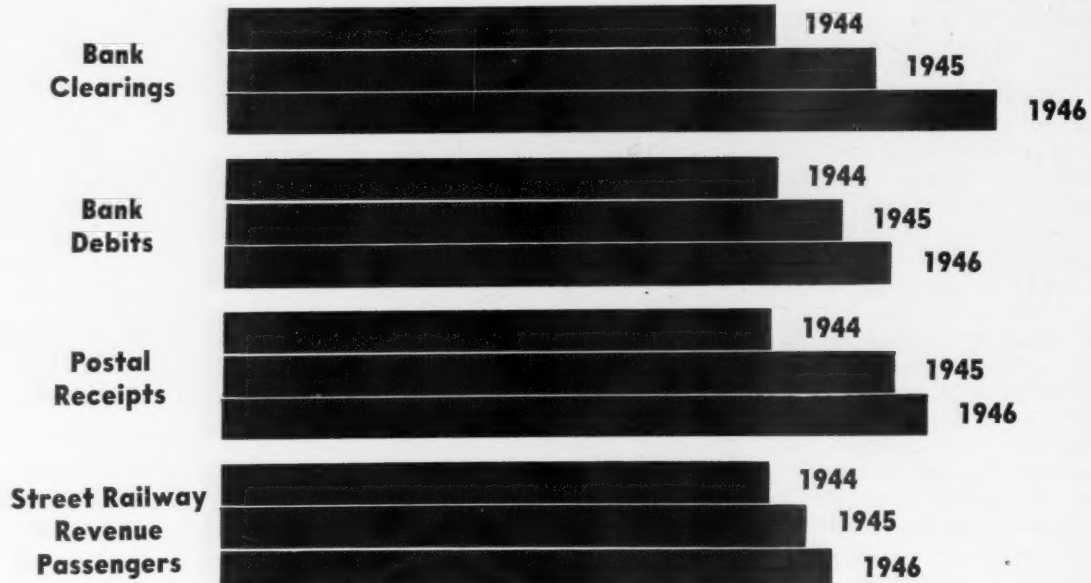
Closing of war plants affects department store sales in some defense cities, but losses generally are small



Dallas Gains for January and February, 1946

Major indices of city growth showed continued gains for Dallas during the first two months of this year over corresponding periods of 1945 and 1944, as indicated graphically below. Bank clearings, up 16 per cent in 1945 for the two-month period over 1944, soared 40 per cent in 1946 over 1944. Postal receipts, gaining 20 per cent in 1945,

climbed 27 per cent in 1946. Street railway revenue passengers, increasing 5 per cent for January and February, 1945, over the same two months of 1944, rose 8 per cent for the same period this year. Bank debits, rising 9 per cent for the two-month period in 1945 over 1944, went up 18 per cent for the first two months of this year over 1944.



double the present ground floor area.

Baptist Book Store—Addition of three floors to the present three-story Baptist Building.

Bankston-Hall Motors, Johnson Brothers Chevrolet Company, and Ray Woods Auto Company—New buildings involving total expenditures of about \$800,000.

Plans have also been announced for several new suburban shopping centers at a total cost of more than \$4,000,000.

Among the principal developments in wholesale distribution are:

Frigidaire Division of General Motors Corporation—New 10-state regional office in Dallas.

Minneapolis-Moline Power Implement Company—Recently occupied new, large building.

S. C. Johnson and Sons (wax)—New, much larger warehouse and regional office building under construction.

Hunter-Hayes Elevator Company—Recently occupied new warehouse and office building.

Aviation Activities, Inc.—Newly organized as a worldwide distributor of

aircraft parts, the company has leased 150,000 square feet of warehouse and office space.

Metal Goods Corporation—New distribution warehouse and office building under construction.

Southwestern Paper Company—Recently occupied new building.

Schoellkopf Company—Recently completed a new, \$100,000 warehouse.

Vinson Supply Company—New distributing warehouse and office building.

Maytag Southwestern Company—New distributing warehouse and office building.

Northern Furniture Company—Established factory showroom.

Carrier-Bock Company—This air conditioning equipment and engineering firm has occupied a new office building and warehouse.

McFadden-Miller-Smith—Three block-long warehouses with total of 110,000 square feet; to provide distribution warehouse and office space for approximately 20 firms.

Keeping pace with expansion in the retail and wholesale distribution fields is Dallas' growth as a manufacturing cen-

ter. Chief among the industrial developments in Dallas County since V-J Day have been the following:

Organization of Texas Engineering and Manufacturing Company, Ltd., which has leased some 450,000 square feet of floor area in the former North American Aviation plant. Temco's current backlog of contracts totals about \$7,500,000. The firm now has more than 1,100 employees.

Announcement that the **Verson Manufacturing Company** will start construction immediately of a new Dallas factory to employ between 400 and 500 persons. The Dallas plant is a wholly-owned subsidiary of the Verson All-Steel Press Company of Chicago.

Beginning of construction on a new, asphalt roofing plant for **Certain-Ted Products, Inc.**, to cost approximately \$1,500,000.

Start of construction of a \$250,000 factory for **Purex Corporation**.

Additions for **Adleta Show Case and Fixture Manufacturing Company** totaling 22,500 square feet.

Additional construction at Dallas assembly plant of **Ford Motor Company** costing \$150,000.

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Addition to plant of **Pollock Paper and Box Company**, at cost of \$150,000.

New plant to double capacity of present Dallas factory of **Huttig Sash and Door Company**.

Plans for a \$450,000 laboratory for the **Atlantic Refining Company**.

Lease by the **Sun Oil Company** of a building for a new laboratory.

Plans for a new laboratory for **Geophysical Service, Inc.**

New factory at Seagoville to double size of present plant of **Gibson Products Company**.

New plant under construction at Garland by **Engineering Laboratories, Inc.**, to employ approximately 40 persons.

New plant under construction at Carrollton by **National Metal Products Corporation**, to employ 300 persons.

New syrup plant and home office building under construction for **Dr. Pepper Company**, to cost in excess of \$1,500,000.

Addition to Dallas plant of **McGaugh Hosiery Mills**.

Addition to Dallas soap factory of **Procter and Gamble Manufacturing Company**, to cost \$500,000.

Expansion by **Lone Star Cement Corporation** to involve expenditure of \$800,000 in production improvements, installation of new equipment, and construction of office building.

Lease by **Sherwin-Williams Company** of additional factory space to increase size of Dallas plant by two-thirds.

New \$250,000 plant for **Julian Noa Company**, mass production curtain manufacturer.

New hangar of 40,000 square feet for **Southwest Airmotive, Inc.**

There are also a number of major, miscellaneous developments which serve as guideposts to what is happening in Dallas County.

Among the new office buildings for which plans are now being completed are:

Medical Arts Building—An annex to increase the floor area by 50 per cent.

Southwestern Life Insurance Company—Four-story annex to home office building.

Security National Insurance Company—New home office building, providing 75,000 square feet of floor space.

Texas Employers Insurance Company—New home office building, providing 180,000 square feet of floor area.

Murray Samuell and Associates—\$2,500,000 office building.

First National Bank—Ten-story addition to present building.

Republic National Bank—\$1,500,000 annex to present building.

Burt Building—Annex to double its size.

Greyhound Bus Terminal—New \$350,000 building.

Times Herald—Three additional floors, doubling size of building.

Dallas Morning News—New \$2,000,000 plant.

New miscellaneous construction includes the following:

Southern Methodist University—New Theological School Quadrangle, Science Building, Student Activities

Building, and dormitory, totalling about \$2,500,000 in cost.

New hospital construction totaling more than \$15,000,000, including additions to **Baylor, Methodist, and St. Paul's Hospitals**; a new city-county **Memorial Hospital**; and a new 500-bed **Veterans' Administration general hospital**.

It is estimated that approximately \$3,000,000 in new construction for Dallas churches and private schools is also on architects' drawing boards.

Both the **Baker Hotel** and the **Hotel Adolphus** have remodeling and expan-

SPECIALIZED PRODUCTION SERVICES TO MEET YOUR REQUIREMENTS

Engineers, metallurgists, machinists, craftsmen, and specialized production tooling stand ready to serve you at the Guiberson Corporation—a complete trade service to assist you in your production problems.

HEAT TREAT DIVISION: Facilities are available for high frequency induction hardening and brazing; normalizing; spheroidizing; annealing and hardening. A complete Chemical Laboratory for identification and certification of materials.

DROP HAMMER WORK: Sheet metal forming is facilitated by a battery of drop hammers ranging in size from 500 lbs. to 3000 lbs. Pattern shop is equipped to make any special die-work.

MOLDED RUBBER PRODUCTS: Temperature-controlled hydraulic presses mold composition rubber products to your specifications. Laboratory will make recommendations as to the use of a variety of synthetic rubbers.

PRECISION MACHINE SHOP WORK: The most complete array of machine tools in the Southwest is at your command for the manufacture of special tools, dies, assembly jigs, and inspection gages.

For more than 26 years, Guiberson has been one of America's outstanding manufacturers of oil field equipment. Today, in addition to its oil field tools, Guiberson has developed and is now in production on all-steel kitchen cabinets and domestic oil heaters.

THE *Guiberson* CORPORATION
1000 FOREST AVENUE TELEPHONE H-4101
DALLAS, TEXAS

sion programs under way, involving the expenditure of several million dollars. Rogers Lacy is in process of selecting an architect for a hotel he plans to erect at Commerce and Ervay to cost at least \$5,000,000.

These lists could be expanded considerably if space permitted. The signs of growth and industrial progress are to be found on every hand in Dallas County.

What are the reasons for this growth?

The Dallas Chamber of Commerce can provide the reasons in detail, but briefly they can be summarized here:

1. Business follows markets, and markets are no more nor less than people and buying power. The Dallas Southwest today has reached the point that it is one of the nation's major market regions, a natural, integrated geographic region which must be served from within. And more important, it is generally recognized that the Dallas Southwest is a region of unlimited opportunities for continued growth.

2. The entire Dallas Southwest is growing, though few areas are growing as rapidly as Dallas. The growth of Corpus

Christi or Tulsa, Amarillo or Little Rock, Houston or New Orleans benefits Dallas. As the dominant manufacturing-distributing center for all consumer goods, and as the service center for the entire region, Dallas experiences a business volume increase in ratio to the growth of the entire Southwest.

3. New population is being drawn to Dallas on a sound basis, because of climate, excellent living conditions, consistent prosperity (Dallas has remained well above the national average in business conditions since 1933), and opportunities for new enterprise to serve the community or the region.

4. Many ex-service men, natives of other sections of the United States who were stationed in the Dallas area during the war, like Dallas and now want to return here, make their homes in Dallas, and enter business. Approximately 70 per cent of the ex-service men now calling upon the Veterans' Service Center are newcomers in Dallas County.

5. Dallas County's workers have proved conclusively that they can equal or beat the production efficiency records of any other region. This is a big factor in the current industrial growth here.

6. New and improved transportation services and communications are constantly narrowing the distance between Dallas and other key cities of America, making Dallas County more centrally located in the nation.

On the basis of all these factors, it is safe to predict that the first decade of Dallas County's second century will keep Dallas constantly in the spotlight of American interest.

M. I. FREEDMAN, member of the firm of Roos-Freedman Company, has been named to the board of directors of the Dallas Wholesale Credit Men's Association.

JOHN P. COSTELLO, a member of the Dallas agency of the Southwestern Life Insurance Company, has been elected to the board of trustees of the National Association of Life Underwriters.

In 1911 . . .



and Today . . .

As Dallas County celebrates its 100th Anniversary the Adolphus celebrates its 35th . . . 35 years of maintaining Texas hospitality at its best . . . serving people from all over the world . . . making them glad they came to Dallas. Today, our modernization program is evidence of our faith in the future of our progressive city.

HOTEL
Adolphus
RICHARD H. NASH, Managing Director

TELEPHONE C-5721

Photographs

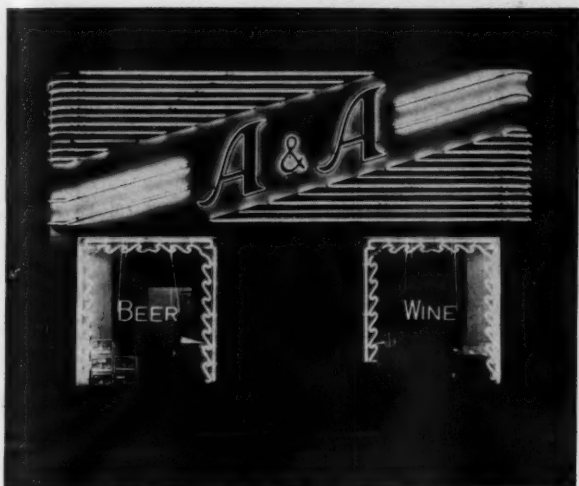
THOMAS K. CONE, JR.

1717 1/4 Commerce Dallas

NEW FACES



EVERY DAY more business in Dallas, teeming center of Southwest commerce. Pictured below are new signs, decorations, and facades for four of Dallas' familiar business establishments. They're the products of Texlite, Inc., makers of signs, neon sign faces, letters, and architectural porcelain.



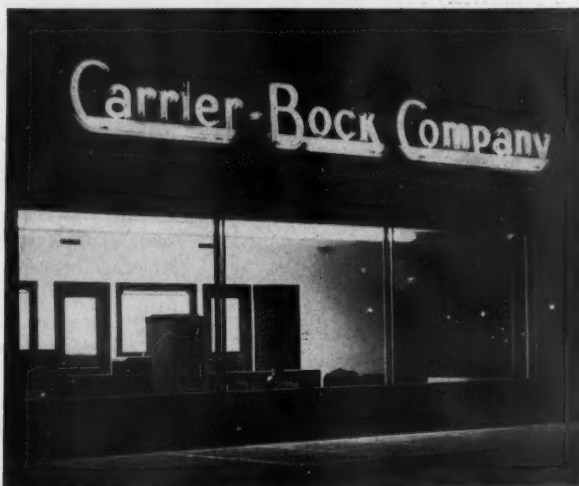
ATTENTION-getter for the small store. Large belt sign, neon tubing on a porcelain enamel face, was designed and built by Texlite. It is an excellent example of the modern trend toward unification of facade and sign elements for the retail store.



ROOF SIGN. This decoration atop the Republic National Bank Building shows Texlite neon adapted to existing architectural structure. Companion pieces on the Dallas sky line are the Texlite-built "Flying Red Horse" on the Magnolia Building and the illuminated tower, Texlite-built and maintained, of the Mercantile Bank.



PORCELAIN ENAMEL, single face sign for the Monkey Grip Company's new factory. Sign serves double purpose of identification and decoration on the modern factory building. Interesting use of two materials is shown in use of Texlite porcelain enamel and stainless steel.



DISPLAY of distributor's products combined with reverse channel neon letters by Texlite, does a complete identification job for Carrier-Bock's new offices and showrooms. Letters are porcelain enamel—the lifetime finish.

TEXLITE INC., 2900 FACTORY ST., DALLAS



BURLINGTON'S first streamliner to leave Dallas for Colorado.

TRANSPORTATION

Dallas Is Southwest's Key City on Main Lines of Travel and Communication

A HUNDRED years ago transportation was one of Texas' biggest problems. Today, as Dallas County begins its second century, it is one of Dallas' biggest assets.

If John Neely Bryan were alive today to survey Dallas' transport facilities in the air and on the ground, what he would find would probably seem more fantastic to him than the average Dallasite's conception today of the interplanetary rocket travels of Buck Rogers.

Dallas is truly today the GHQ of transportation in the Southwest. Three major air lines and three feeder lines pass through Dallas airports. Interstate lines fly in all directions carrying mail and passengers. In the wake of air express, air freight is coming into the Southwest business picture. Nine railroads radiate from Dallas in fifteen different directions, linking Dallas direct with the great Texas ports and the major cities of the nation. Nine U. S. highways enter the city with their flow of passenger traffic, bus lines and motor freight vehicles, giving Dallas more terminal highways than any city in the Southwest. Dallas is a Western Union division headquarters, one of the six in America. Dallas is a Bell Telephone re-

gional toll center, one of the country's eight.

A list of railroads serving Dallas reads like a Blue Book of Western lines. Dallas is general headquarters for the Texas & Pacific Railway and operating headquarters in the state for the Missouri-Kansas-Texas Railroad. The Santa Fe Building serves as constant reminder of the role played by the Gulf, Colorado & Santa Fe Railway in serving 91 industries on 42 miles of tracks in Dallas. The Rock Island and the Burlington Lines jointly operate some of the fastest streamlined trains in America between Dallas and Houston. South from Dallas also run the fast passenger trains of the Southern Pacific and the railroad's heavy freights serving the Gulf coast ports. The Frisco Lines now consider Dallas one of their most important points, as do the St. Louis Southwestern Railway Lines (Cotton Belt) and the Kansas City Southern now operating the Louisiana & Arkansas Railway into Dallas.

Dallas' municipal airport at Love Field is rated as one of the great air terminals of the nation. Love Field is headquarters for Braniff Airways, operating in the Midwest, Southwest and into Mexico; is

a major traffic point for Delta Air Lines; and is an important crossroads for American Airlines. Feeder lines operating from Dallas airports include Dal-Air, Texas Airlines and Westland.

Looking back through the years, Dallas County pioneers know that Texas transportation has not always been what it is today. In the early days progress in the state was retarded by the lack of adequate transportation, which handicapped economic development and community settlement. Ox-carts and stagecoaches had to creak with painful slowness over muddy roads and cattle had to be driven long distances to market under their own motive power. The long rivers which traversed the state did not have enough regular flow of water to carry commercial shipping.

The coastal region of south Texas could raise cotton profitably but the interior sections of the state could not compete. The ox wagon freight rate of 20 cents per ton mile made it impracticable to ship grain or cotton to distant markets.

Passenger travel was similarly unsatisfactory and was a handicap in inducing settlers to come to Texas. By 1860 there

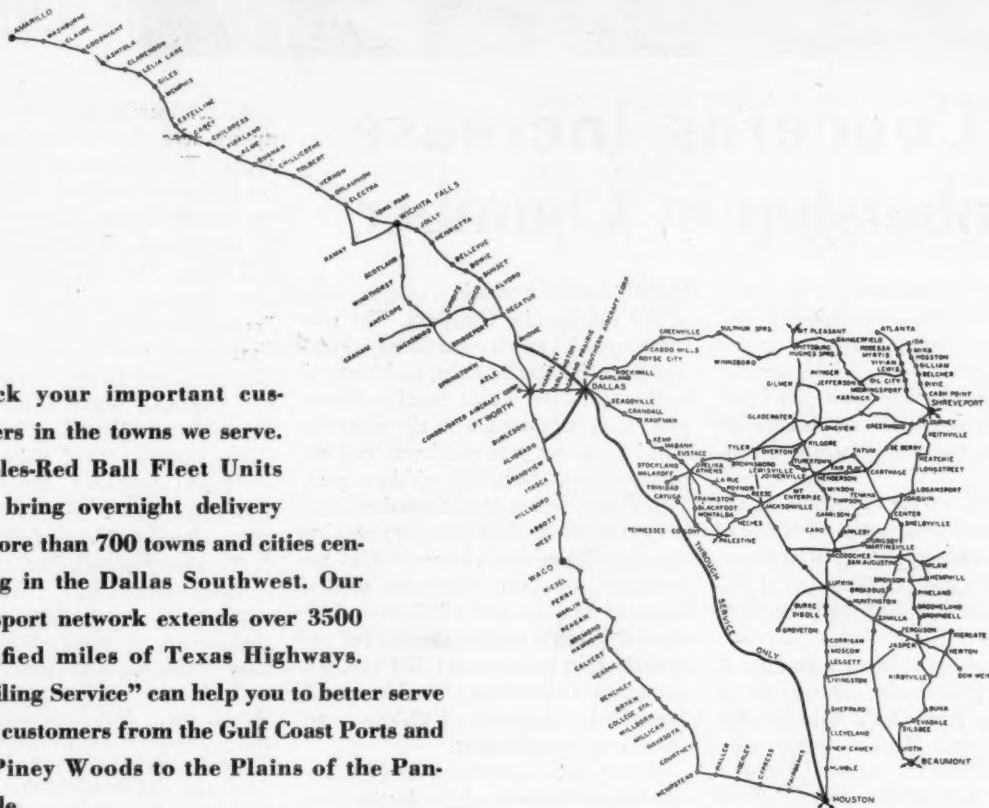
(Continued on Page 96)

GULF COAST TO THE PANHANDLE

A Unified Motor Transport Line

—tying together East and West Texas—serving the great Agricultural, Industrial and Oil Areas of the state. Sproles-Red Ball Lines now give Dallas Shippers direct service to and from the Gulf Coast Ports of Beaumont and Houston—and through West Texas to Amarillo. A Texas-Wide Highway Transport Organization with proved performance—planning and building for more efficient and safer highway transport to meet the expanding needs of the Southwest.

Check your important customers in the towns we serve. Sproles-Red Ball Fleet Units now bring overnight delivery to more than 700 towns and cities centering in the Dallas Southwest. Our transport network extends over 3500 certified miles of Texas Highways. "Smiling Service" can help you to better serve your customers from the Gulf Coast Ports and the Piney Woods to the Plains of the Panhandle.



"Smiling Service"

SPROLES—RED BALL LINES, INC.

Henry and O. B. English

GENERAL OFFICES — DALLAS, TEXAS



—Photographs by Thomas K. Cox.

PICTURED, left to right are George and Joe McNeff, top, left; James I. Wilson, J. B. McMath, and Leon Krynski, top, right; and Fritz L. Williams and B. F. McLain, president of the Dallas Chamber of Commerce, left.

23 Concerns Increase Membership in Chamber

LAST month's breakfast of the Lasso Club of the Dallas Chamber of Commerce honored representatives of several of the city's newest enterprises, some of them businesses which have come into Dallas, others businesses which have developed from Dallas initiative and capital.

Introduction of the executives of the new firms together with the welcoming of many new members of the Dallas Chamber provided a good cross-section of Dallas' business and industrial growth since V-J Day.

Among those introduced were Fritz L. Williams, appliance sales manager for the Southwestern region for Frigidaire division of General Motors Corporation, which has opened a regional office in Dallas, the first in this section of the country. Temporary offices have been established at 1100 Cadiz, with Walter Jennings as regional manager, whose territory will include Texas, Oklahoma, New Mexico, Arizona, Colorado and Kansas, and parts of Iowa, Wyoming, and Nebraska.

Another guest of honor was J. B. McMath, superintendent then vice-president and general manager for 27 years of Texlite, Inc., who with J. J. Axilrod, Texlite's vice president and sales manager for 11 years, is now an operating head of Mc-

Math-Axilrod Corporation, an outgrowth of the old Ra-Lite Company. The new company, with an enlarged factory at 628 Third specializing in signs, architectural work, and theater fronts, now has 55 employees as compared with six when the Ra-Lite concern was purchased and expects to have about 300 within a year.

The new Verson Manufacturing Company, for whose plant plans are now being completed, was represented at the breakfast, by Leon Krynski, general manager. The new Dallas industry, which expects to begin operations next fall and provide jobs for between 400 and 500 persons, is a subsidiary of the Verson All-Steel Press Company of Chicago, machine tool manufacturer.

Honored also were George McNeff, former superintendent of production control for the Dallas plant of North American Aviation, and his twin brother, Joe McNeff, recently discharged from the Army, who have launched a metal furniture manufacturing business, the Falcon Furnishings Company, in factory buildings they purchased near Grand Prairie. They expect to get into production soon and employ ultimately 75 to 100 workers.

Work of the Lasso Club has added 34 new members to the Chamber's membership rolls during the last month. The Lasso Club's honor roll of workers recog-

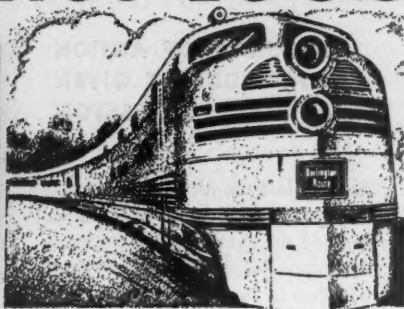
nized for membership recruiting activity includes the following: William Archer, W. C. Alexander, John L. Burke, Ira DeJernett, Grayson Gill, Frank Heller, Archie Hunter, Harry G. Jones, M. W. Levy, Nettles F. Nelson, Tom Rucker, L. J. Sharp, David W. Smith, Ted Workman, Albert C. Blevins, Zeke Grimes, J. Frank Parker, Jr., B. J. Spitzka, Louis Charninsky, Bob Craig, Wiley Akins, Ward Bell, Bud Biggs, George A. Brewer, P. J. Crandall, Neal S. Dunlap, Fields L. Euleless, Bob Gilbert, Guy L. Goldstandt, Gaston Hallam, Boyd Keith, Jack Kutner, Fred Lange, Ira L. McColister, A. H. Mittenenthal, Nate Mollinarro, Charles A. Moore, Barney Shields, J. R. Temple, G. G. Weakley, Ben Ball, Neal Mancill, Harry Ernstom, and R. T. Hunt, Jr.

The following have increased their membership in the Dallas Chamber: Levy Plumbing Company; Peat, Marwick, Mitchell & Company; Southwest Wheel, Inc.; NuGrape Bottling Company; Morton Food Products Company; Texas Produce Company; Mutual Benefit Health and Accident Association; W. P. Luse; Clappitt Paper Company; W. D. Felder & Company; First Texas Chemical Manufacturing Company; Sidney Fruhman Millinery Company; Western Newspaper Union; Texas-Miller Hat Corporation; Legget & Platt, Inc.; Duke & Ayres, Inc.; Brook Mays & Company; Ward Drug Company; Carrier-Bock Corporation; Franklin's Ladies' Ready-to-Wear; Frank L. McNeny; S. H. Lynch & Company, Inc., and Ben Morris Jewelry Company.

New member concerns are listed with firm representatives, addresses, and types of business;

(Continued on Page 28)

Serving Texas Since 1882



FORT WORTH *and* DENVER CITY Railway

The Fort Worth and Denver City Railway has been serving Texas since 1882—sixty-four eventful years during which it has played an important part in the development of North Texas.

Indigenous to Texas, the Fort Worth and Denver City was organized and incorporated in 1873 by a group of pioneer residents of North Texas, including Major K. M. Van Zandt, an officer in the Confederate Army and subsequently, Commander-in-Chief of the Confederate Veterans of the United States.

Operation of the railroad between Fort Worth and Wichita Falls began in 1882, Harrold was reached in 1885, and Quanah in 1886. In 1888, the Fort Worth and Denver City was joined with the Colorado and Southern Railway at Texline, establishing a new, direct transportation artery between Texas and Colorado. Trackage rights were obtained in 1925 extending

the railroad's operation to Dallas. During the two decades since that time, the Fort Worth and Denver City Railway has grown with Dallas; through war and peace, providing adequate, dependable transportation to and from this great market.

Since the turn of the century, the Fort Worth and Denver City Railway has acquired or constructed many additional lines serving North Texas, including the Wichita Valley Lines to Abilene and Spur; the South Plains Line to Lubbock, Plainview and Dimmitt; and the North Plains Line from Childress to Pampa; a total of about 600 miles of railroad.

While the Fort Worth and Denver City Railway is proud of the part it played in the early-day progress of Texas and the Southwest, it is more interested in the development of transportation in the years just ahead that will adequately serve this constantly growing industrial empire.

Way of the streamline, diesel-powered Zephyrs

FASTEST, MOST DIRECT RAIL ROUTE TO COLORADO AND THE NORTHWEST

NAM:

PROGRAM OF ACTION FOR INDUSTRY GIVEN AT DALLAS SESSION

IN DALLAS last month for a one-day "Industry in Action" conference, spokesmen for the National Association of Manufacturers joined in admonishing business leaders to "speak up" to portray management's role in dealing with current problems affecting industry.

Opening speaker for the day at a luncheon in the Baker Hotel's Crystal Ballroom, former United States Senator Arthur Walsh of New Jersey urged that industrialists write plenty of letters to Congress demanding legislation friendly to business. Presiding chairman for the luncheon was B. F. McLain, president of the Dallas Chamber of Commerce, a co-sponsor for the conference.

Management's program of action was outlined during the afternoon by Walter B. Weisenburger, NAM executive vice president, who recommended that management take the public into its confidence. Leo Teplov, labor relations expert for NAM, advised that the top executive of each business take charge of his firm's labor relations rather than assign the job to a subordinate for routine handling.

Production rather than purchasing power is the only basis for a safe economy, warned W. W. Cumberland, New York economist who served as an adviser with the American commission to negotiate the peace after World War I and also with the industrial delegation at San Francisco at the formation of the United Nations Organization.

"I went to backward countries as a financial adviser, and found in each case that they had been following the theories of the purchasing power economists, with permanent government deficits, unbalanced budgets and so on," he declared. "They followed the very steps which we have been assured are necessary for our prosperity."

Robert R. Wason, NAM president, told the dinner audience that factors for curbing inflation are all-out production, a labor policy eliminating deficit financing and providing for payment of the national debt.



—Photographs by Thomas K. Cone, Jr.

NAM'S SPOKESMEN "speak up" to put into practice their own advice to management, while being interviewed by reporters for Dallas newspapers and press services as a highlight of the "Industry in Action" conference. Walter B. Weisenburger, executive vice president of the National Association of Manufacturers, and former United States Senator Arthur Walsh of New Jersey, are pictured, second photo from top, with Leo Teplov, NAM's labor relations expert. Newspaper and press service interviewers were: Wayne Gard, "Dallas Morning News;" Ross T. Fitzgerald, "Daily Times Herald;" Ray Baumgardner, International News Service, and Robert Moore, United Press Association. Robert R. Wason, NAM president, is pictured at top, left, with Raleigh Hortenstine of Dallas, NAM director, who presided at a concluding dinner.

"A labor policy which will make for permanent industrial peace can be formed if the Government will make unions and management equally responsible, func-

tion impartially as an umpire between them, and follow a policy of keeping collective bargaining as close as possible to the plant level," he said.

Stepping Stones to Profitable Markets



Pictured above are the eight Southwestern and Western States served by Southern Pacific's 15,000 mile network of lines. As a pioneer railroad line, Southern Pacific has been an important factor in the industrial development of these states, which is now gaining momentum and will have an important effect in the prosperity of this great empire West of the Mississippi.

Southern Pacific serves twice as many communities in the Southwest and West as any other railroad, and many of these points exclusively. If you do business in any of these eight states, the chances are two to one you will be served by our rails.

In Texas and Louisiana we operate 4,429 miles of line, a big railroad system in itself. And our rails directly serve every important Gulf port.

So, with the expected future development of markets in Asia, Mexico, Central and South America and the further industrial development of the states we serve, Southern Pacific will play an important part in the increased import and export traffic through Gulf ports.

Southern Pacific's facilities were greatly increased and strengthened to handle our tremendous war load. We plan to go forward aggressively and progressively with further improvements now that peace has come. And this increased capacity and these improved facilities will be at your service in a constructive way—to help you in your business and your future plans.

We have just prepared a colorful eight-page brochure, sketching briefly the amazing resources of the areas we serve. We think you will find it interesting and a copy will be sent you on request.

F. L. GORDON, *Freight Traffic Manager*

913 Franklin Avenue
Houston 1, Texas

S • P

The Friendly Southern Pacific

Metropolitan

BUSINESS COLLEGE

58 Years in Dallas

Please phone C-8773 when you need a good stenographer or bookkeeper. Thank you.

SALESMEN For Sale!

Why waste your time interviewing many men to find one good salesman?

We average testing 15 men who think they can sell to find one who will be a leader on Your sales force.

Let us send you Tested salesmen who will produce.

Don't guess — test.

VOCATIONAL TESTING LABORATORY

2019½ Main Street C-4712

"Your Success Is Our Business"



Retailers Elect. Seven new directors were elected to three-year terms on the board of directors of the Dallas Retail Merchants' Association at the organization's annual meeting last month, held

jointly with the annual meeting of the Better Business Bureau at the Hotel Adolphus.

The new board members of the retailers are: Jesse O. Yeargan, Fakes & Company; H. P. Horsley, Weston Hardware Company; Dan Gabrusch, LaMode Ready-to-Wear; Myron Everts, Arthur A. Everts Company; Will R. Wilson, Sr., Cullum & Boren Company; Robert Ross, Neiman-Marcus Company; and R. L. Tayloe, Sears, Roebuck & Company.

Pictured, left to right, top, are Eli Sanger, Sanger Brothers, Better Business Bureau president; Stanley Marcus, executive vice president of Neiman-Marcus Company and principal speaker at the joint luncheon; and Fred C. Marth, A. Harris & Company, president of the retail merchants' group. Second row, left to right: James K. Wilson, Gordon Edwards, B. F. McLain, J. Ben Critz, Mrs. Dennis G. Colwell, John Mangrum, and R. C. Dolbin, executive secretary of the Dallas Retail Merchants' Association. Bottom row, left to right: Dr. Mary Lou Logan, C. J. Rutland, V. R. Smitham, J. B. Adoue, Jr., Mrs. W. H. Tucker, and Duffield Smith, executive vice president and general manager, Better Business Bureau.

Discussing the downtown traffic problem, Mr. Marcus voiced the view that, if the municipality is charged with the responsibility of providing arteries for traffic, then it must also assume the responsibility for providing terminals for traffic off the streets.

Since 1889

It has been the privilege of this bank to serve Dallas.

DECEMBER 31, 1945

Capital Stock	\$ 150,000.00
Surplus and Undivided Profits	200,000.00
Reserve for Contingencies and Depreciation	307,285.30
Deposits	16,340,301.01

THE NATIONAL BANK OF COMMERCE

Corner of Elm and Poydras Streets

DALLAS, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

The Dallas *Southwest*

America's No.1 Region of Opportunity

17,000,000 Consumers
An Integrated Market Unit
\$13,000,000,000 Buying Income
A Region Requiring Service from Within
Cheap and Abundant Fuel and Power
Highly Diversified Resources
Adaptable, American Labor
Good Living Conditions

THE DALLAS SOUTHWEST
Copyright 1946 by the
Dallas Chamber of Commerce





COPIES of the new edition of "The Dallas Southwest," industrial and marketing report of the Dallas Chamber of Commerce, are being mailed to several thousand executives of industries which are considered good prospects for new or expanded manufacturing and distributing facilities to serve either the Southwestern or national markets.

The book has been completely revised under the direction of Andrew W. DeShong, manager of the industrial department.

Because facts compiled in "The Dallas Southwest" will also be of interest to executives of Dallas' existing businesses, DALLAS will reprint the industrial report by installments. The first installment is published on the following pages. Other installments of the book will be presented in successive issues, each installment to be as complete as the paper supply permits.

For this first installment of "The Dallas Southwest," the editors of DALLAS have chosen pages 17 to 29 inclusive of the published book. It is believed this section will be of primary interest to Dallas executives.

"The Dallas Southwest" consists of the following major sections:

1. Definition of the regional markets of America. Definition of The Dallas Southwest as the states of Texas, New Mexico, Oklahoma, Arkansas, Louisiana and Mississippi, plus the 26 western counties of Tennessee. Statisti-

cal comparisons of The Dallas Southwest and the other eight regional markets of America. Sources of basic wealth in the Southwest. Facts on the growth of this region. Maps showing freight rate breaking points between Dallas and Houston, Dallas and New York, Dallas and Cleveland, Dallas and Chicago, Dallas and Minneapolis, and Dallas and Los Angeles.

2. Definition of the six metropolitan areas of the Southwest. Comparisons of the metropolitan areas with respect to population and various indices as to volume of business. This is the section of "The Dallas Southwest" which is reprinted in this first installment in DALLAS.

3. Detailed information on freight rates and services from Dallas. A digest of tax information, a digest of regulations affecting labor and working conditions, and a comparison of industrial construction costs for Dallas.

4. Background information on Dallas' history. The character of the city. Encyclopedic facts about Dallas. Detailed data on utility rates and services.

In selecting Section 2 of the book for the first installment in DALLAS, the editors felt this would be the most helpful data for Dallas business executives. They also felt this section of the book has special significance in connection with the observance of the one hundredth anniversary of the creation of Dallas County.

Data from Section 1 of "The Dallas Southwest" will be used in the second installment in DALLAS.

Major Cities of the Southwest

There are six dominant cities in the Southwest, each with its own characteristics, peculiar advantages, and specific importance to the region.

The six dominant cities, each with a 1940 population total of 250,000 or more, are Dallas, San Antonio, Houston, Oklahoma City, New Orleans, and Memphis.

Next in importance to the six dominant cities are six others, whose 1940 population totals ranged from 100,000 to 250,000 each. They are Fort Worth, El Paso and Beaumont, in Texas; Tulsa, Oklahoma; Little Rock, Arkansas; and Shreveport, Louisiana. There are numerous other cities, ranging from 10,000 to 100,000 in population, of local or sectional importance.

Most of the Southwest's larger cities are destined to grow as the region develops. (Of the six cities in the United States which Dr. Philip M. Hauser, assistant director of the Bureau of the Census, rated as having the best prospects for continued growth, three are in Texas: Dallas, San Antonio and Corpus Christi. A fourth is also in the Dallas Southwest: Jackson, Mississippi.)

There is real need in the Southwest for a number of metropolitan centers. To appreciate the distances of this region, it should be remembered that the Dallas-Houston-San Antonio triangle in Texas corresponds roughly to the New York-Washington-Pittsburgh triangle.

The Southwest's cities are important to one another, with strong inter-locking interests. Each has its particular attributes which the others cannot equal; all have some advantages in common. These conditions make it particularly important for the management of a business entering the Southwest for the first time to study carefully the strong points of each city, and select for its operations the one which can best serve its needs.

Artificial boundaries established for municipalities, counties and other governmental units seldom coincide with the realities of population distribution, business volume and other factors important to the industrial executive.

In order to obtain true comparisons of the metropolitan centers of the Dallas Southwest, it is necessary to define the areas by grouping the most populous counties around the dominant cities, giving each a comparable land area.

On pages 18 and 19 are a series of maps, defining the Southwest's principal metropolitan areas. The county or parish in which the dominant city is located serves as the base for each metropolitan

area. Added to that base is the next most populous county, or counties, required to obtain comparable land areas. For simplicity, each metropolitan area is labeled by the name of its largest city. Thus, instead of referring to the Harris County-Galveston County grouping as the Houston-Galveston area, it is referred to as the Houston metropolitan area.

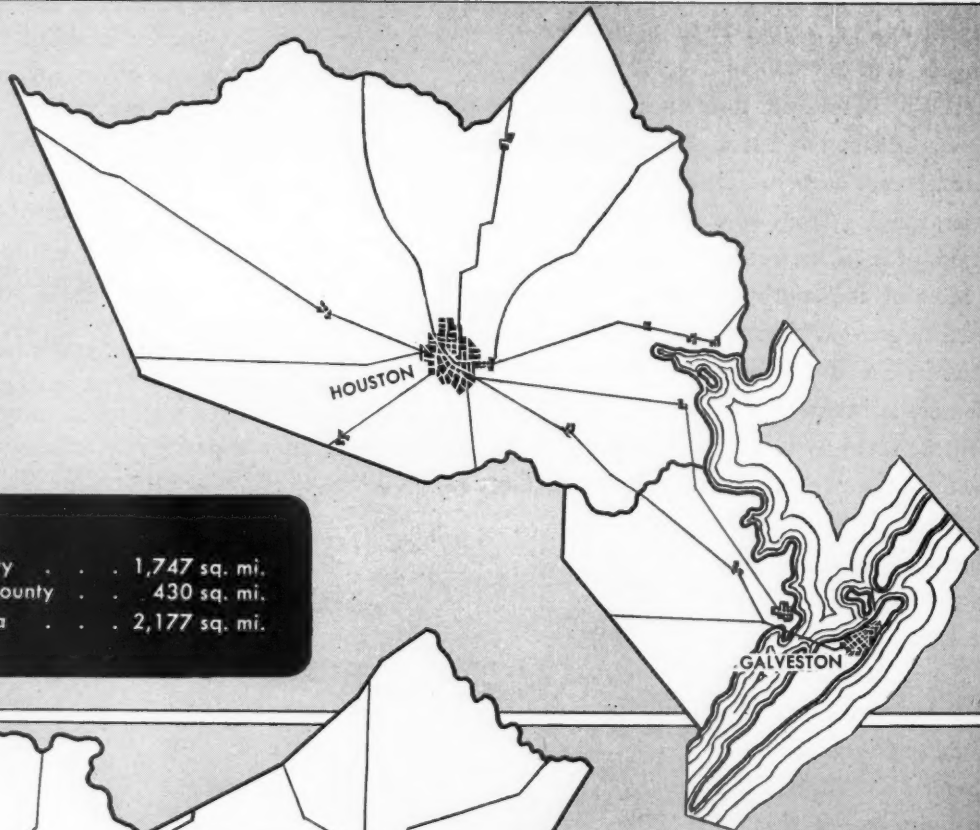
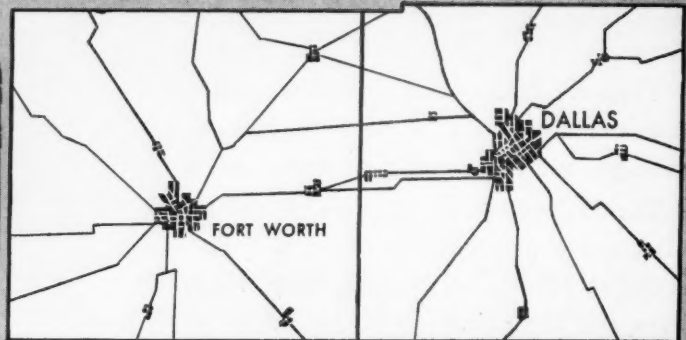
MAIN STREET, DALLAS



DEFINITION OF THE METROPOLITAN AREA

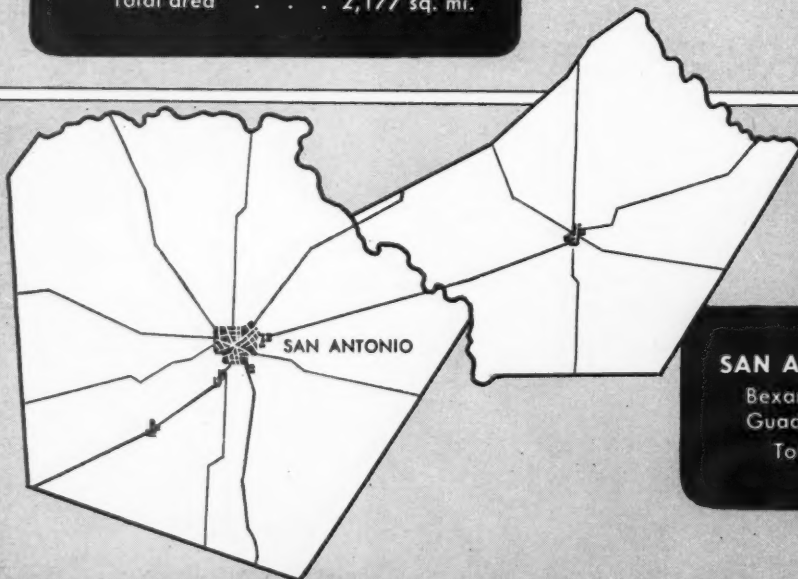
DALLAS

Dallas County	893 sq. mi.
Tarrant County	877 sq. mi.
Total area	1,770 sq. mi.



HOUSTON

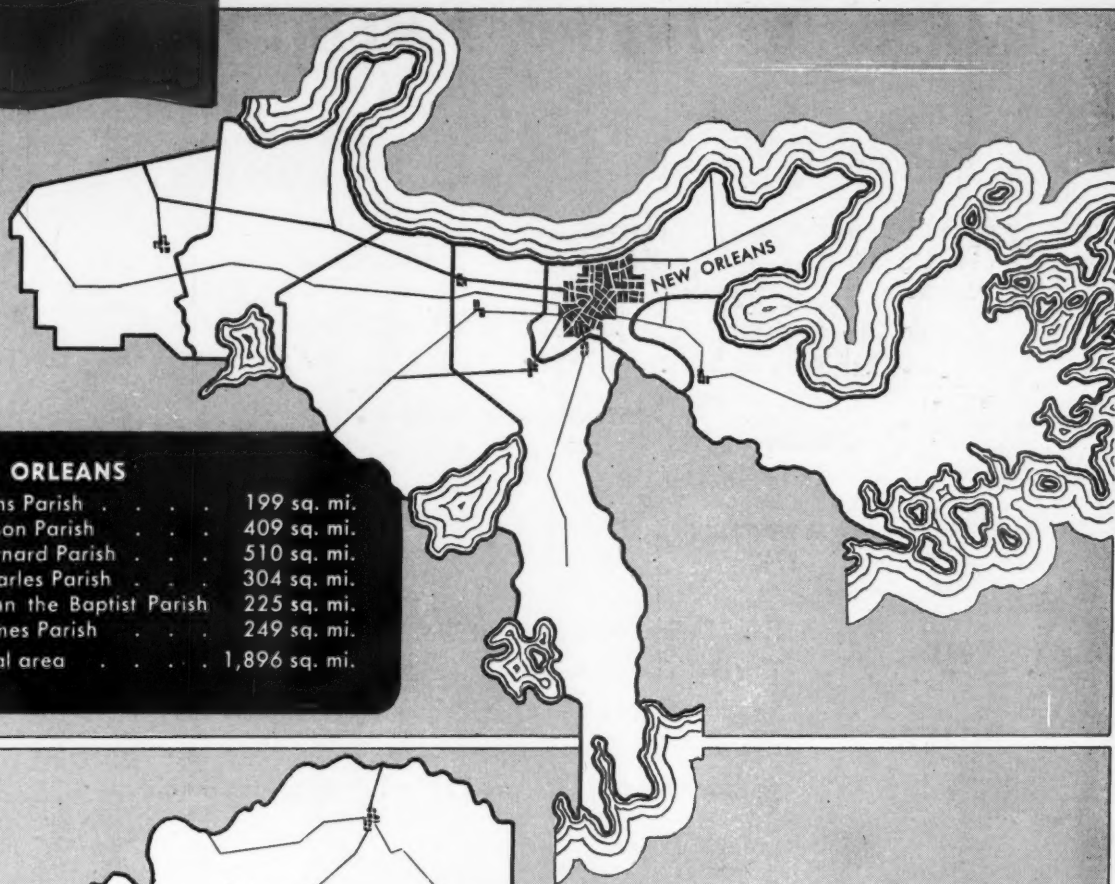
Harris County	1,747 sq. mi.
Galveston County	430 sq. mi.
Total area	2,177 sq. mi.



SAN ANTONIO

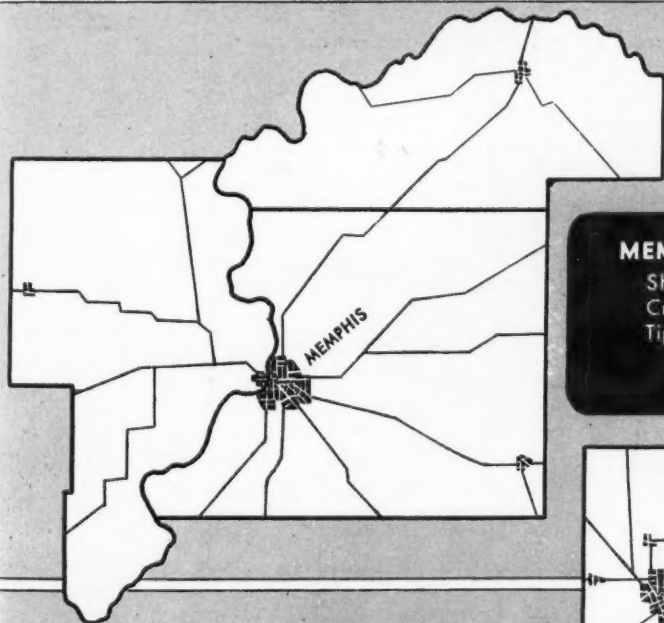
Bexar County	1,247 sq. mi.
Guadalupe County	715 sq. mi.
Total area	1,962 sq. mi.

AREAS.



NEW ORLEANS

Orleans Parish	199 sq. mi.
Jefferson Parish	409 sq. mi.
St. Bernard Parish	510 sq. mi.
St. Charles Parish	304 sq. mi.
St. John the Baptist Parish	225 sq. mi.
St. James Parish	249 sq. mi.
Total area	1,896 sq. mi.



MEMPHIS

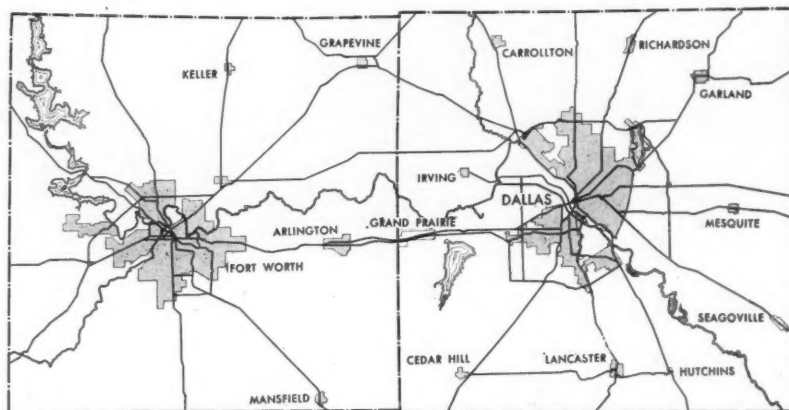
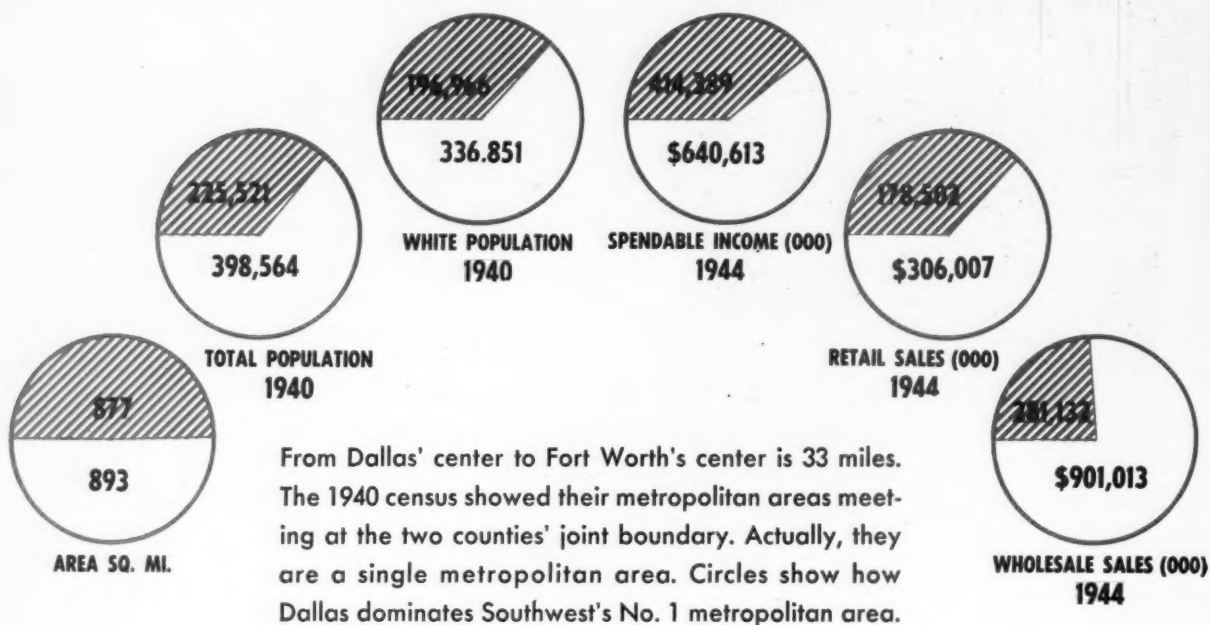
Shelby County	751 sq. mi.
Crittenden County (Ark.)	623 sq. mi.
Tipton County	458 sq. mi.
Total area	1,832 sq. mi.



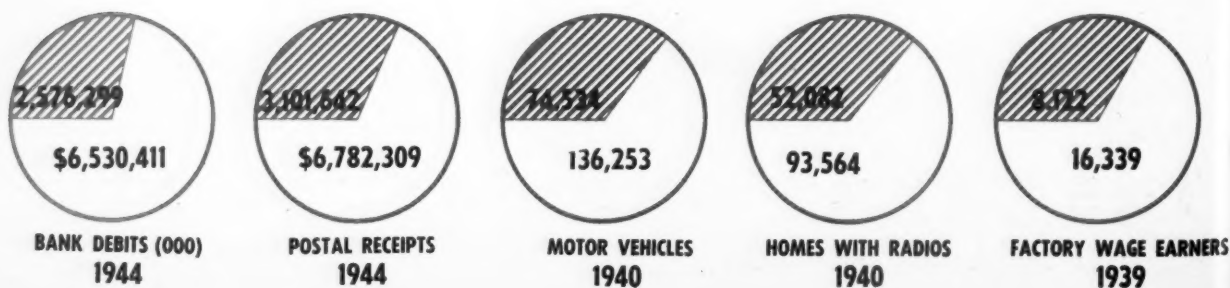
OKLAHOMA CITY

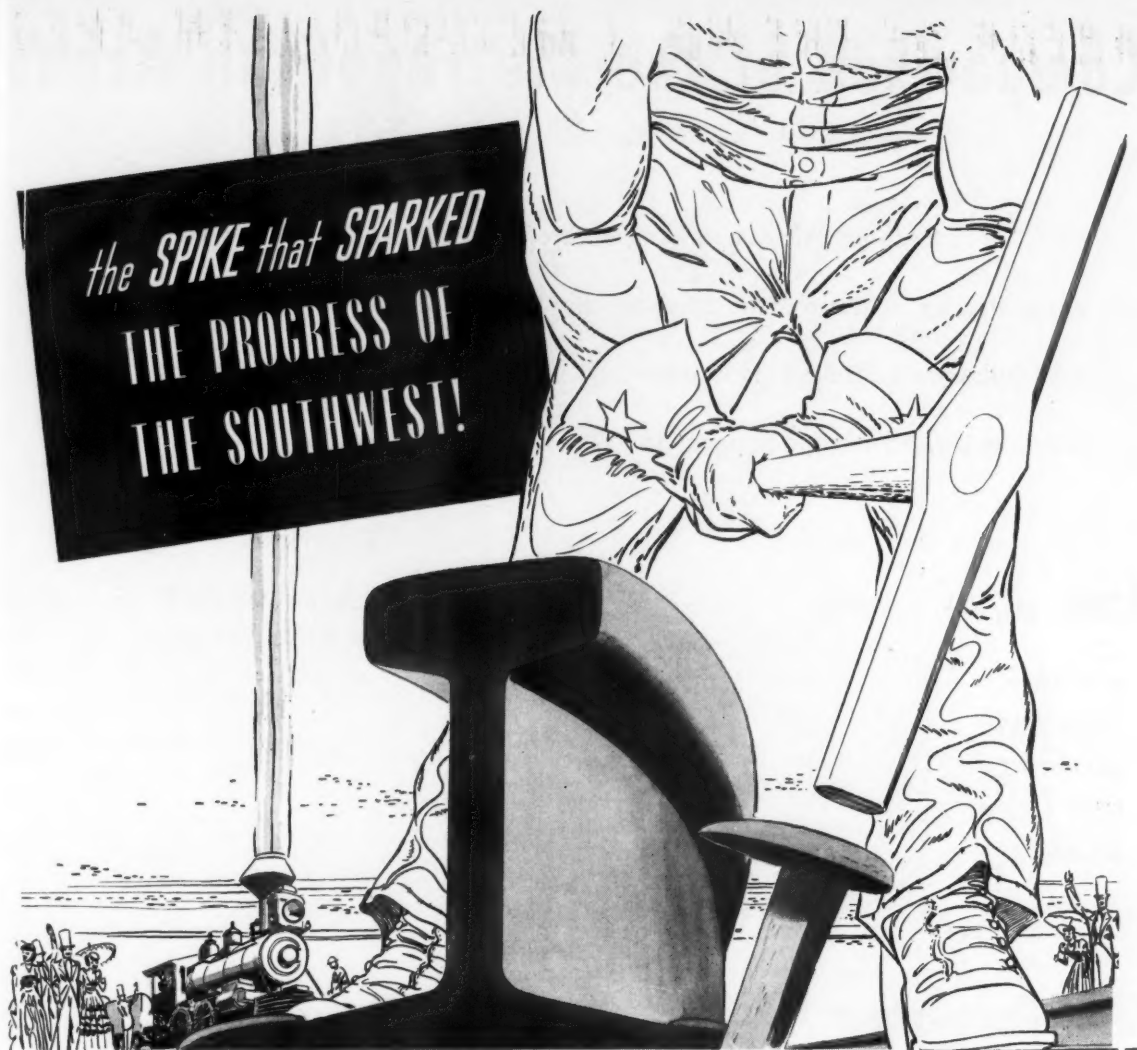
Oklahoma County	709 sq. mi.
Potawatomie County	799 sq. mi.
Cleveland County	547 sq. mi.
Total area	2,055 sq. mi.

MAKEUP OF THE NO. 1 METROPOLITAN AREA



TARRANT COUNTY  DALLAS COUNTY 





SEVENTY-FIVE YEARS AGO, on March 3, 1871, the first spike was driven to anchor the rails of the Texas and Pacific—rails that were destined to push back the wilderness and open up a new world of opportunity to the nation. In a land where shaggy buffalo roamed the plains... where Indian raids were still a threat and where stage coach and wagon train were the mode of transportation, this was an epoch-making undertaking. For wherever those rails touched, progress followed in their wake. All along the Texas and Pacific towns sprang up, industry thrived and the whole Southwest was sparked to unprecedented development.

The steady, sure growth of the Texas and Pacific has continued throughout the years—drawing cities and towns closer—moving the products of Louisiana and Texas to the markets of the world—bringing in essential goods to further the economic development of the Southwest. Today, as we celebrate our Diamond Jubilee after 75 years of service, the Texas and Pacific dedicates itself to the task of providing you with the finest and safest transportation... to expanding and broadening the industrial, economic and agricultural progress in Louisiana and Texas and throughout the entire Southwest.

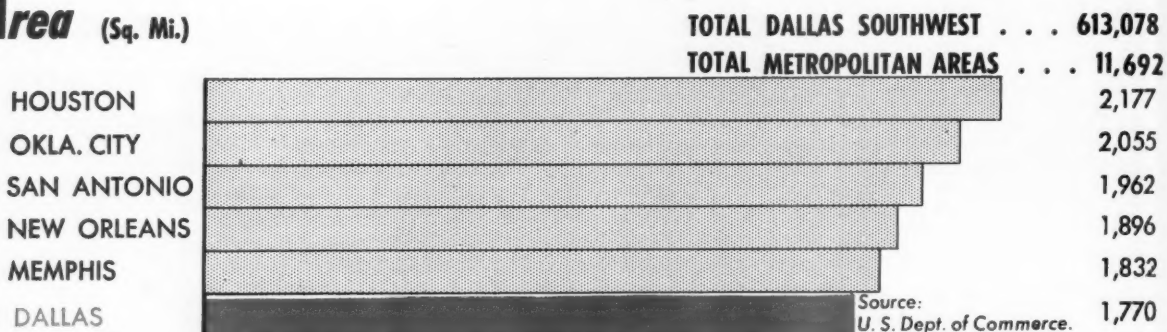
W. G. VOLLMER
President

THE TEXAS AND PACIFIC RY.
DALLAS, TEXAS

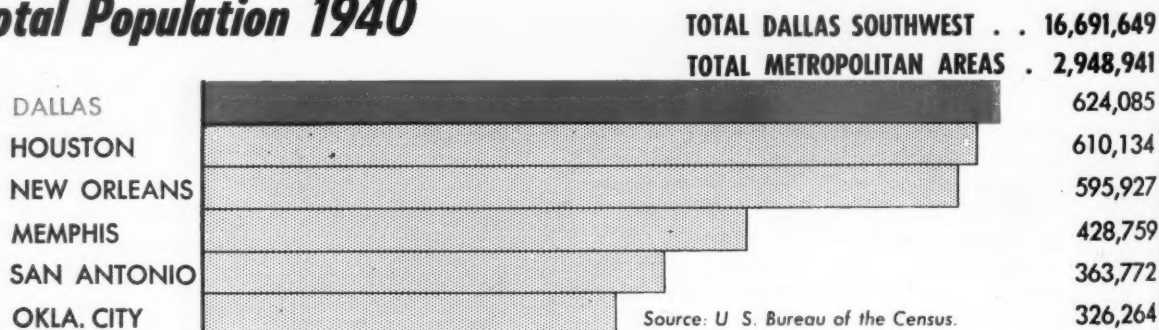
Comparison of the Metropolitan Areas

In these graphic comparisons, each of the Southwest's metropolitan areas is designated by the name of the dominant city. Thus, the Dallas-Fort Worth metropolitan area is designated Dallas, the Houston-Galveston area is designated Houston, etc. Areas are those defined in maps on pages 18 - 19

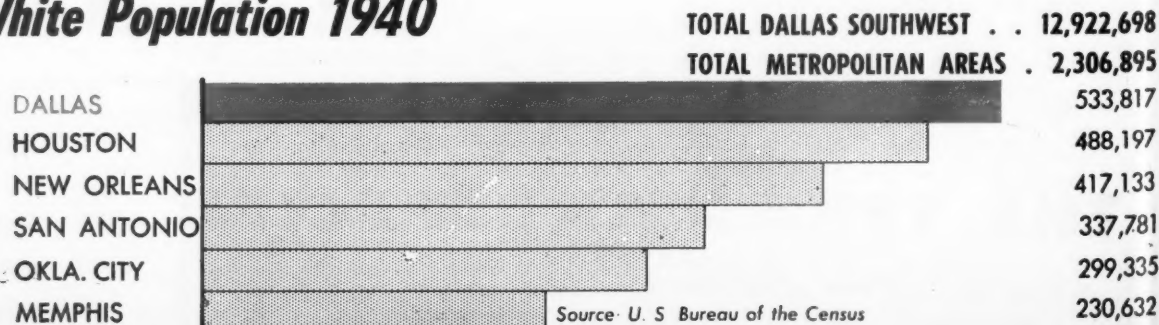
Area (Sq. Mi.)



Total Population 1940



White Population 1940



SUMMERIZE

*Your
Car*



*for
Flying Horsepower*

AT THE SIGN OF THE FLYING RED HORSE

THE SEASONAL SERVICE ALL CARS NEED

ENGINE—Dirty, thinned winter oil drained and replaced with the proper grade of the new detergent MOBIL OIL that cleans as it lubricates... a war-proved oil that resists thinning under high heat, and offers amazing new cleaning properties for valves, rings, pistons and bearings. Gives you a MOBIL OIL CLEAN Engine that is smoother running and more efficient, with new gas and oil economy.

GEARS—Dirty oils drained from transmission and differential and replaced with fresh, tough MOBIL OIL GEAR OILS of the types and grades to fit the make and model of your car.

RADIATOR—Cleaned with MOBIL RADIATOR FLUSH. MOBIL HYDROTONE added to KEEP the cooling system clean and safe from rust and scale.

CHASSIS—Complete Mobilubrication of all vital parts, for protection against friction and wear.

Magnolia SUMMERIZE SERVICE is a dependable, economical safeguard against undue wear, friction and the dangers that come with summer heat. It insures smoother performance and the most FLYING HORSEPOWER from the New MOBIL GAS... a gasoline containing the same ingredients that gives super-power to our 100 octane aviation gasolines. Magnolia SUMMERIZE Service takes the winter kinks from your car... puts it in shape for summer driving with the correct summer MOBIL OILS and MOBIL GREASES. Get this protection now!



*See Your
Friendly*

MAGNOLIA Dealer

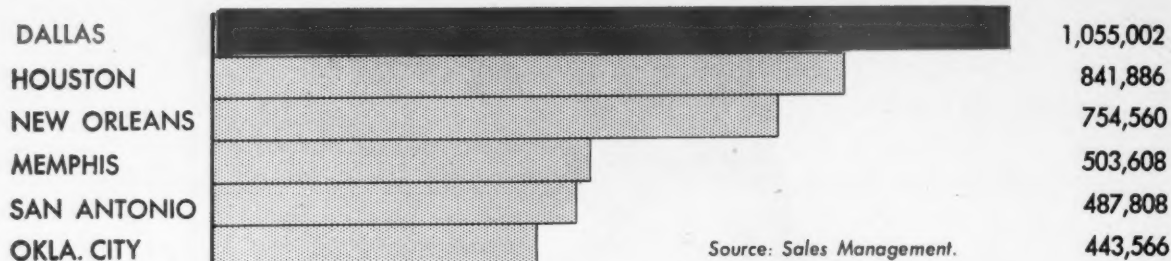
Copyright, 1946, Magnolia Petroleum Company.

DALLAS • APRIL, 1946

COMPARISON OF THE METROPOLITAN AREAS CONT'D.

Spendable Income 1944 (000)

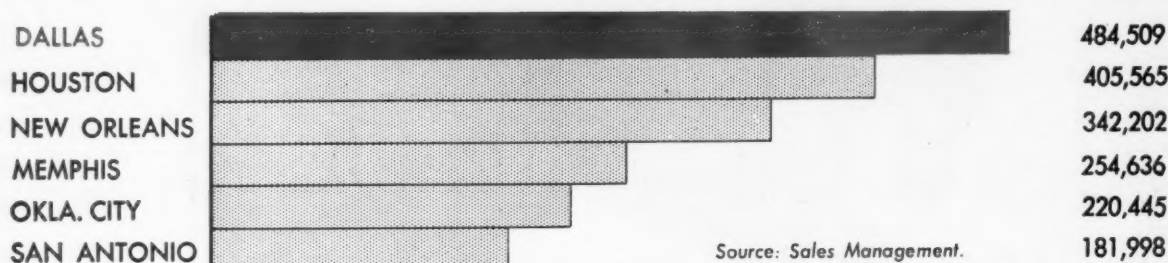
TOTAL DALLAS SOUTHWEST . \$12,965,625
TOTAL METROPOLITAN AREAS . 4,086,430



Source: Sales Management.

Retail Sales 1944 (000)

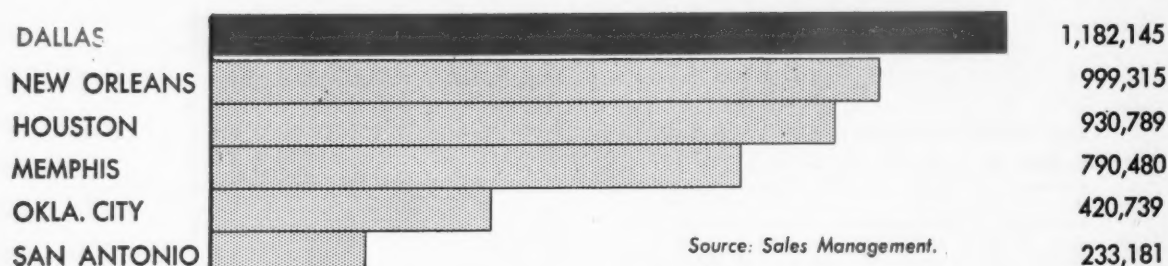
TOTAL DALLAS SOUTHWEST . \$ 6,347,827
TOTAL METROPOLITAN AREAS . 1,889,355



Source: Sales Management.

Wholesale Sales 1944 (000)

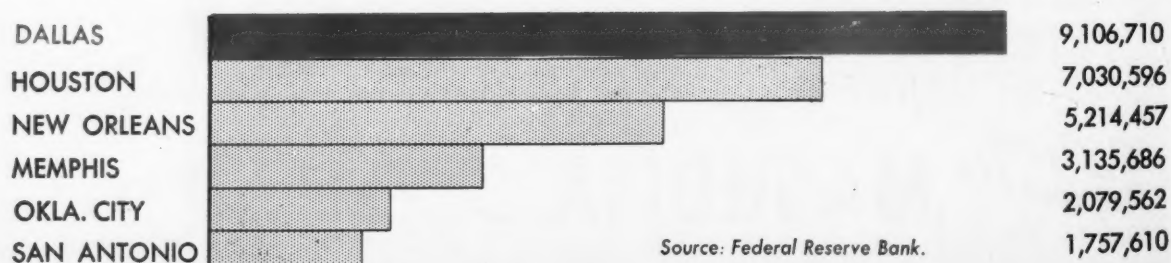
TOTAL DALLAS SOUTHWEST . \$ 8,488,286
TOTAL METROPOLITAN AREAS . 4,556,649*



Source: Sales Management.

Bank Debits 1944 (000)

TOTAL METROPOLITAN AREAS \$28,324,621



Source: Federal Reserve Bank.

*Only major cities represented, namely: Dallas-Fort Worth, Houston-Galveston, New Orleans, Memphis, San Antonio and Oklahoma City.



An open letter from Texas

When eastern folks come down to visit Texas their eyes bug out like a horned toad's. Why?

'Tisn't cattle nor ten-gallon hats. They expect them.

'Tisn't our football teams—they've seen their eastern teams larruped by 'em too often.

'Tisn't those wide-open spaces—their grade school geographies taught 'em that Texas is tremendous.

'Tisn't oil wells and cotton fields—they've heard about them too.

Well, what is it that causes tremors of surprise to run through those visiting easterners?

They don't look for skyscrapers, and they find them in clusters in a dozen Texas cities.

They don't expect Texas seaports, and they learn that in ocean commerce four of our Texas ports are among the first dozen in America.

They have never counted Texas as an industrial state, and they see steel mills, refineries, synthetic rubber plants, chemical, paper and

food processing plants and all kinds of other industrial units.

They don't anticipate "seats of higher learning" and they can count more than two-score of the most modern colleges and universities, to say nothing of our art museums, libraries and other cultural institutions.

And their eyes tell 'em pretty fast why our city girls are setting a lot of fashion styles these days.

Everybody should visit us and see modern Texas for himself. So, in order to spread the light, we're printing this Texas message.

★ ★ ★ ★

Santa Fe, a Texas partner and booster since 1880, and serving Texas with 3,693 miles of rail, with automatic block signal protection all the way from Galveston to Chicago, presents the above Texas Tribute as a mark of our appreciation for the great job Texas is doing in almost every phase of industrial activity.

SANTA FE SYSTEM LINES

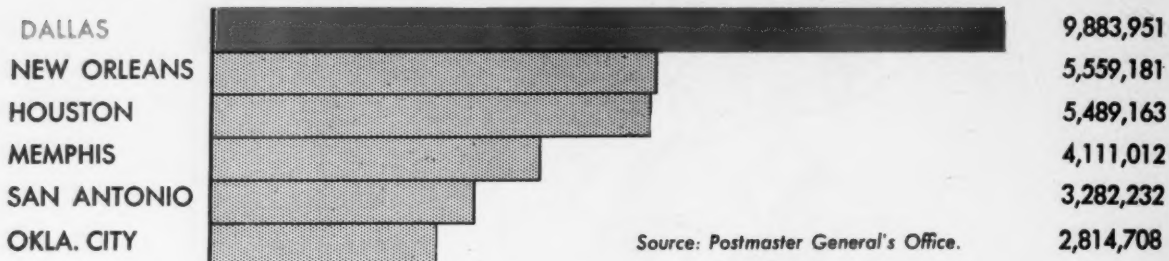
Serving Texas and the Southwest



COMPARISON OF THE METROPOLITAN AREAS CONT'D.

Postal Receipts 1944

TOTAL MAJOR CITIES . . . \$31,140,247*

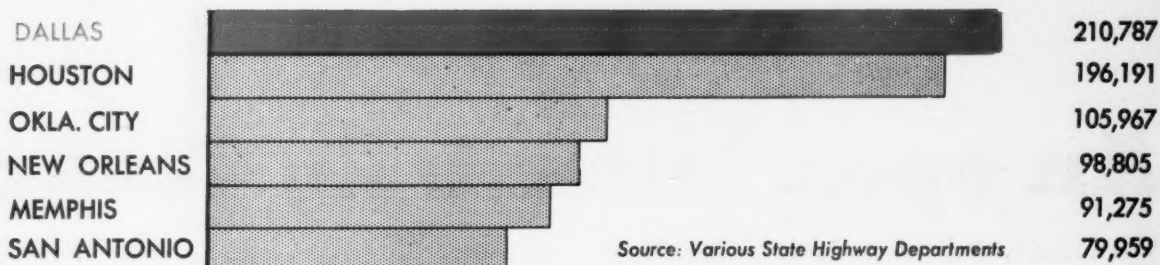


Source: Postmaster General's Office.

Motor Vehicles 1940

TOTAL DALLAS SOUTHWEST . . 2,726,168

TOTAL METROPOLITAN AREAS . . 782,984

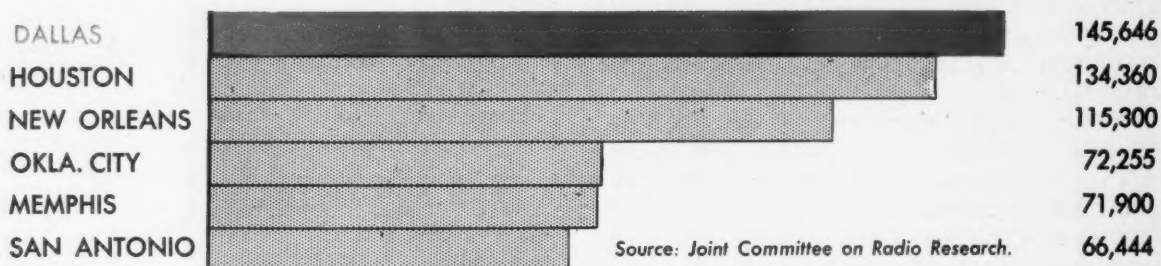


Source: Various State Highway Departments

Homes with Radios 1940

TOTAL DALLAS SOUTHWEST . . 3,004,680

TOTAL METROPOLITAN AREAS . . 605,905

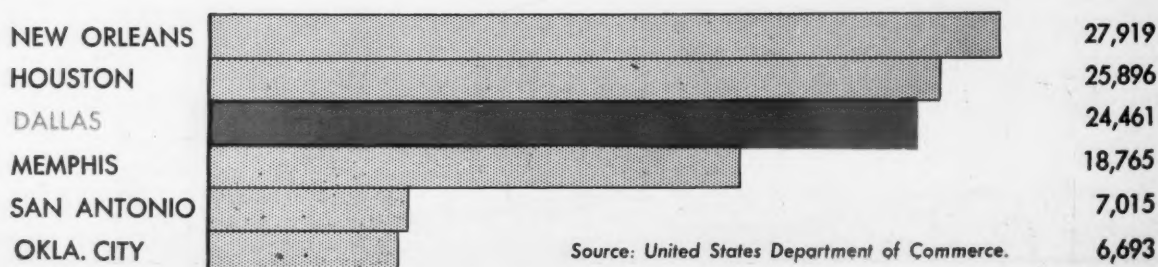


Source: Joint Committee on Radio Research.

Factory Wage Earners 1939

TOTAL DALLAS SOUTHWEST . . 338,257

TOTAL METROPOLITAN AREAS . 110,749



Source: United States Department of Commerce.

*Only major cities represented, namely: Dallas-Fort Worth, Houston-Galveston, New Orleans, Memphis, San Antonio and Oklahoma City.

TEXAS *Manufacturing* INDUSTRIES



PETROLEUM

Refining and Manufacturing

Before the war, Texas produced more than one-third of the crude oil produced in the United States, about twenty-three per cent of the world's production. To refine this crude oil and convert it into gasoline and other petroleum products took more than one hundred establishments employing 22,916 workers at an annual wage of \$42,651,693. Total value of these petroleum products was \$821,319,465, \$122,469,388 of which represents the value added by refining and manufacturing.

It has been estimated that all branches of the Petroleum Industry in Texas combined paid annual wages and salaries of \$272,000,000 before the war, and that these wages and salaries amounted to \$451,114,189 in 1944, the last full year of war production.

Wartime demands for highly specialized gasolines and lubricants, synthetic rubber, toluene and other products revolution-

ized petroleum refining and manufacturing processes and greatly increased consumption of petroleum products. With these improved refining and manufacturing processes and the new uses for petroleum products developed during the war, this great industry should continue to expand and prosper. Just as Texas petroleum and petroleum products have played a vital part in the winning of the war, they will also play an important part in the post-war economy and in providing jobs for returning veterans.

The Texas Employers' Insurance Association, Texas' largest writer of workmen's compensation insurance, which has served all branches of the Petroleum Industry in Texas, salutes this great industry. Since Texas oil reserves have been estimated at more than eleven billion barrels, or fifty-five per cent of the nation's reserves, Texas should continue to play an important part in the production of petroleum and petroleum products for many years to come.

*One in a Series
Portraying
TEXAS
Manufacturing
INDUSTRIES*

TEXAS EMPLOYERS INSURANCE ASSOCIATION

Home Office: DALLAS • District Offices In: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • DALLAS • EL PASO • FORT WORTH
GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • MIDLAND • PORT ARTHUR • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

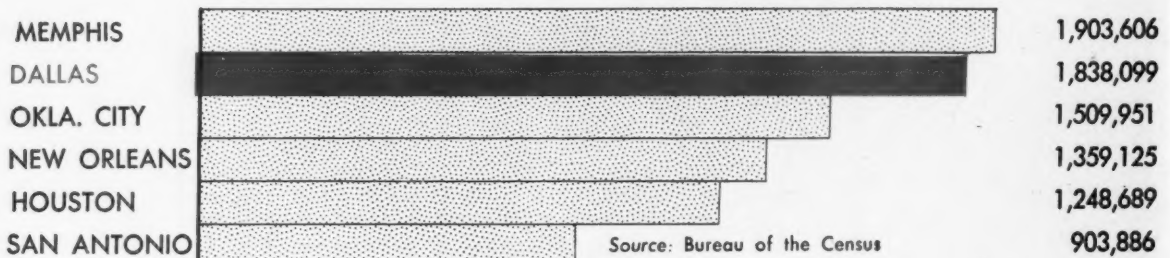
HOMER R. MITCHELL, Chairman of the Board

A. F. ALLEN, President

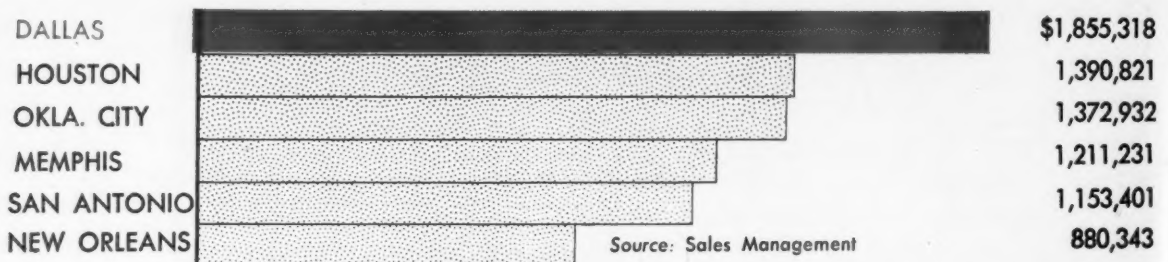
General Market Data

Business potentials from the Southwest's dominant cities are compared in the following charts. For distribution in this market unit, Memphis and Oklahoma City are located so far "off center" that they are dropped from comparison beyond 100 miles, and New Orleans is dropped beyond 200 miles.

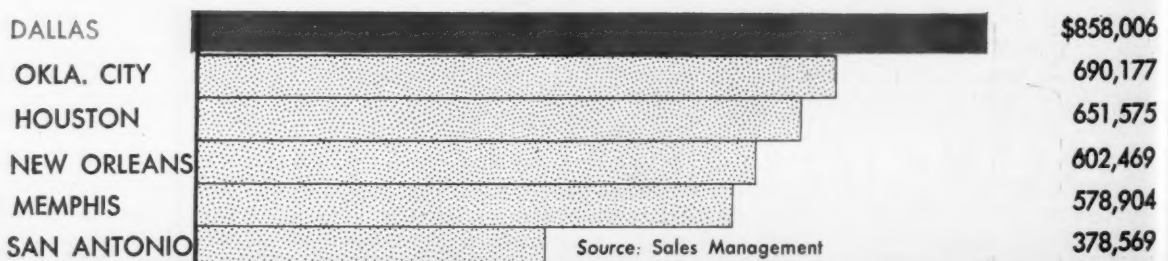
I. WITHIN 100 MILES OF EACH MAJOR CENTER Total Population 1940



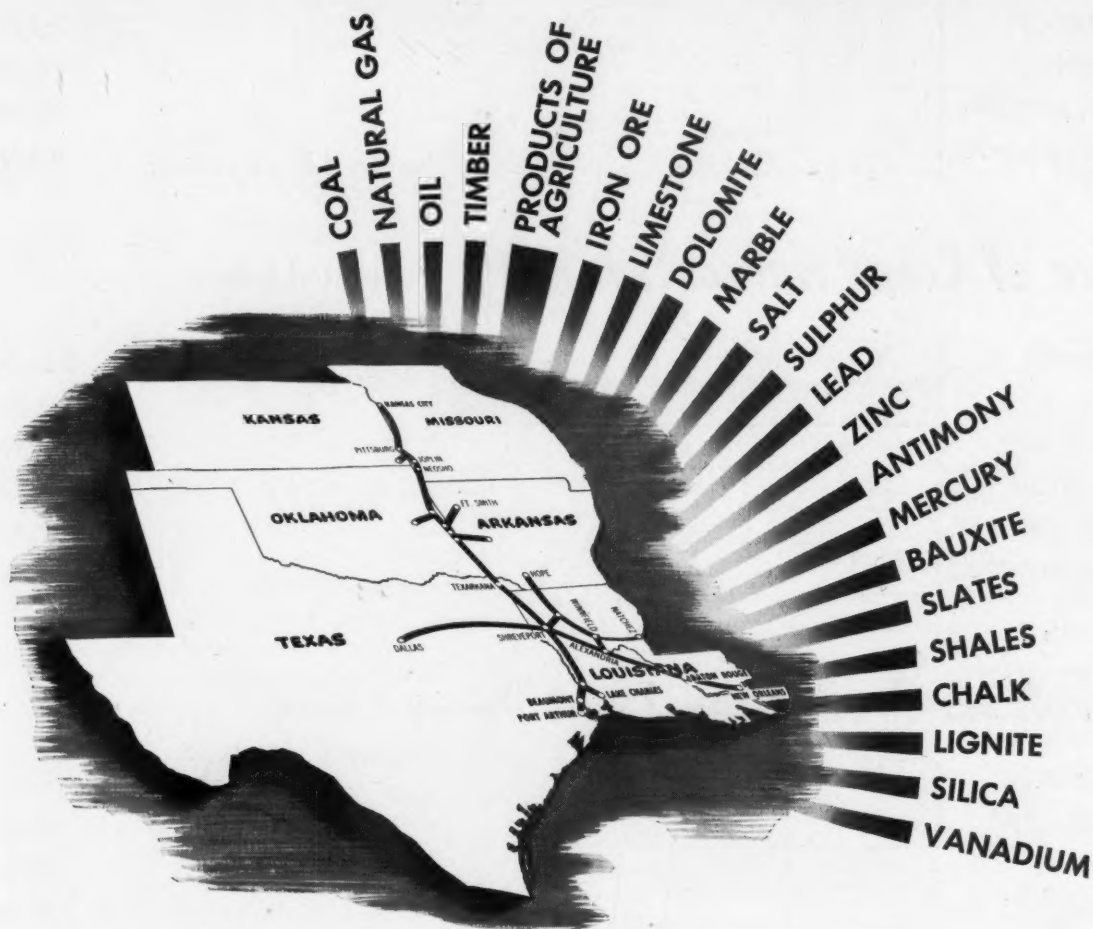
Spendable Income 1944 (Thousands of Dollars)



Retail Sales 1944 (Thousands of Dollars)



INDUSTRY'S... *land of promise*



Compressed in this one section of our country is a vast store of natural wealth—all the needs of varied manufacture!

Here are the basic requirements of the chemical and steel industries... the minerals for light metals... the mineral, agricultural and forest sources of plastics. Here is a plentiful supply of water, free of impurities... intelligent, loyal, American-born industrial and agricultural labor... fast, convenient transportation to domestic and foreign markets.

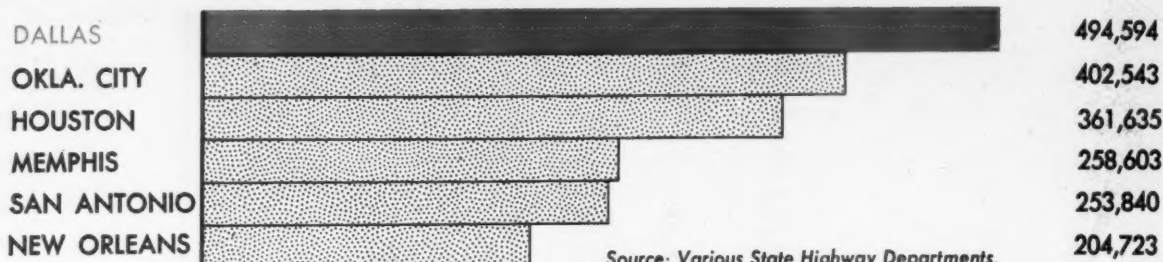
In short, here is a frontier that calls urgently to those who would make the most of the expanding horizons of tomorrow.



H. R. WHITING, District Freight Agent
1107 Southland Life Building Annex
DALLAS, TEXAS

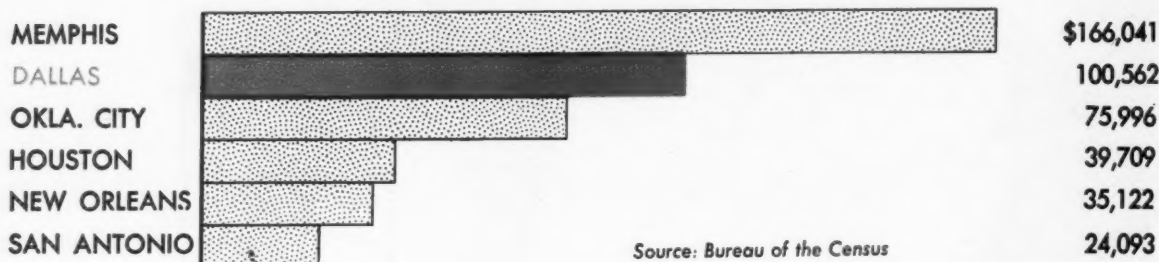
WITHIN 100 MILES OF EACH MAJOR CENTER CONT'D.

Motor Vehicles 1940



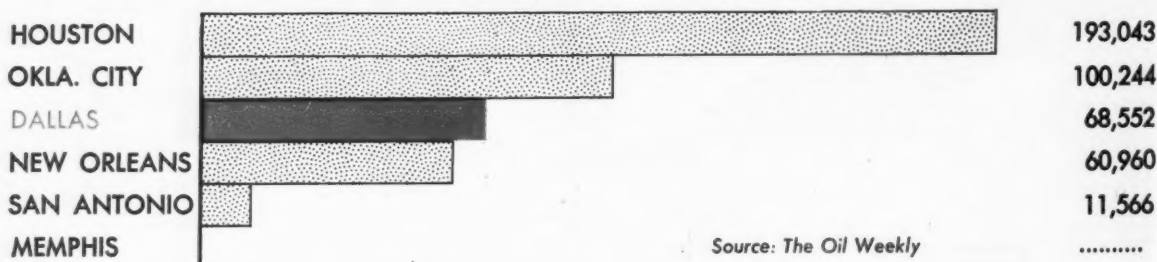
Source: Various State Highway Departments.

Value of Crops Harvested 1939 (Thousands of Dollars)



Source: Bureau of the Census

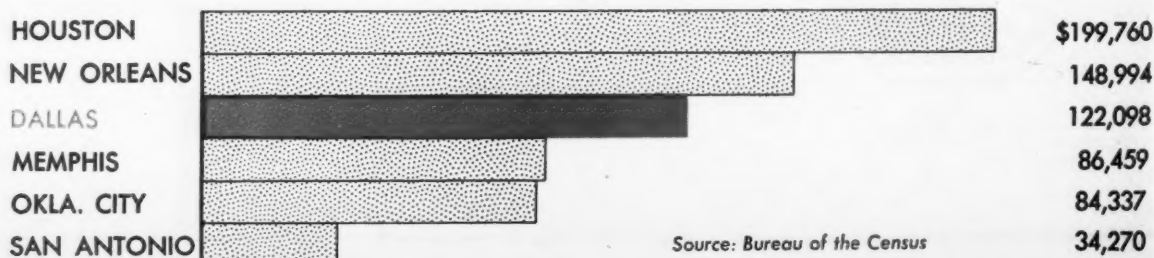
Petroleum Production 1944 (Thousands of Barrels)



Source: The Oil Weekly

Total Industrial Production:

Value Added By Manufacture 1939 * (Thousands of Dollars)



Source: Bureau of the Census

* Considered a better index than total value of manufactured products. The totals above do not include the cost of materials used, supplies, containers, fuel, purchased electric energy, or contract work.

1869-1946



77 YEARS IN TEXAS

TODAY

Padgitt Bros. occupy their own five-story building at 1020 Commerce Street, extending through to Jackson Street, where they manufacture or distribute many products, including saddles, harness, cowboy belts, work and dress shoes, cowboy boots, shoe findings, upholstery material, trunks, luggage.

RETAIL DEPARTMENT

In Padgitt's large retail store on the ground floor will be found one of the finest and most complete lines of luggage in the Southwest, including the famous, nationally advertised Wheary lines, sold exclusively in Dallas by Padgitt Bros.

SPORTING GOODS

In addition to trunks and luggage, this retail store also carries sporting goods, leather novelties, and gift items too numerous to mention.

Closely related to the development of Texas is the history of Padgitt Bros., one of Dallas' pioneer institutions. For it was in the year 1869—77 years ago—that W. C. Padgitt and J. D. Padgitt opened saddle shops in Bryan and Corsicana, Texas. With the coming of the railroad and the subsequent boom five years later, J. D. Padgitt moved to Dallas where he started business in a small building on the west side of the courthouse square, on the banks of the Trinity River.

The partnership of Padgitt Bros. began in 1875 when W. C. Padgitt joined his brother in Dallas. Filled with treasured memories of pioneer men and institutions, Padgitt Bros. has progressed through the years. On the sprawling plains of Texas in the heyday of the Chisholm Trail, Padgitt's saddles and other leather goods were well known . . . and long before the era of the automobile, Padgitt's saddles and leather goods were shipped throughout the world—to the pampas of the Argentine, the steppes of Russia, the plains of Arabia—wherever men valued quality leathers.

Today, as in the bygone pioneer days, men continue to look for the name Padgitt on saddles, harness, luggage and leather goods for assurance of expert craftsmanship, quality materials, authentic styles and long-time endurance.

Padgitt Bros. Co.

1020 COMMERCE STREET.....DALLAS

"Fine Leather Goods Since 1869"

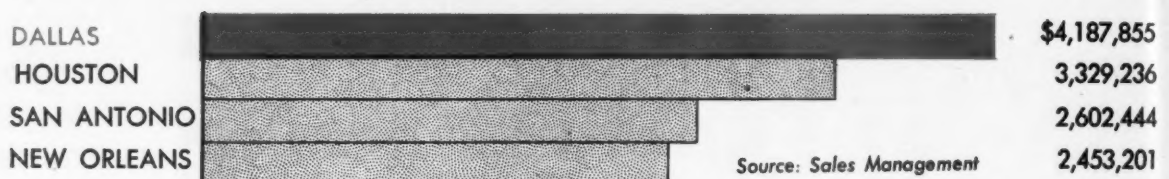
COMPLETE LINE OF SPORTING GOODS

II. WITHIN 200 MILES OF EACH MAJOR CENTER

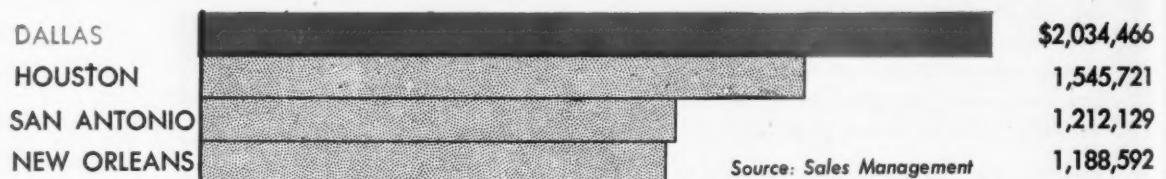
Total Population 1940



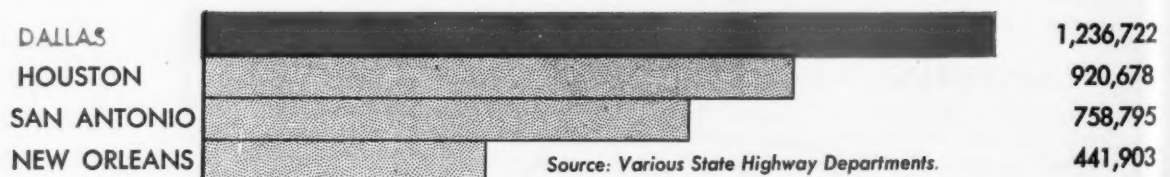
Spendable Income 1944 (Thousands of Dollars)



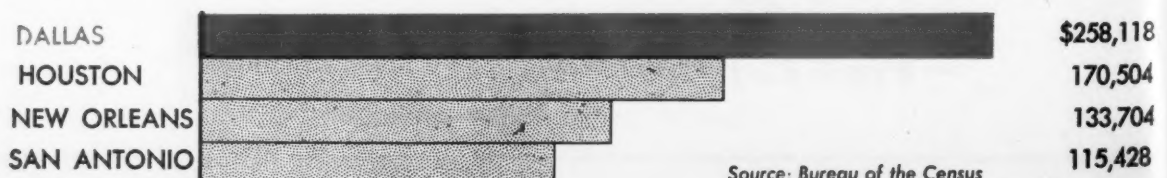
Retail Sales 1944 (Thousands of Dollars)



Motor Vehicles 1940



Value of Crops Harvested 1939 (Thousands of Dollars)



MARKETS determine value of natural gas



Producing, transporting and distributing natural
gas for factory, business and the home.



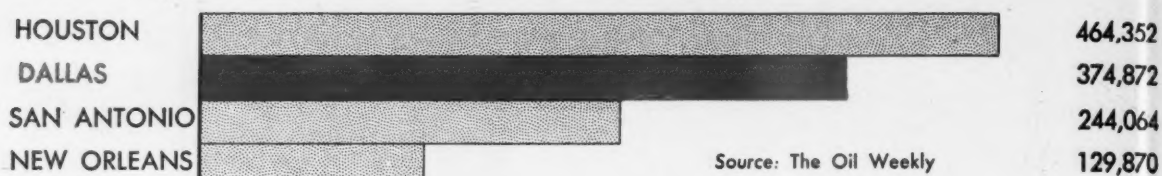
*L*ONE STAR built the state's first long natural gas pipeline, Petrolia to Fort Worth, in 1910, and thereby secured a market for land and royalty owners. Throughout the years Lone Star has taken leading part in the development and conservation of Texas' natural gas resources.

We believe that natural gas has brought wealth to this Southwest area in direct proportion to the development and expansion of markets for its use.

That is why we are gathering data about new uses of natural gas in industry for the consideration of industrialists who may be planning to move plants to the Southwest because supplies of this matchless fuel are assured for a long time into the future.

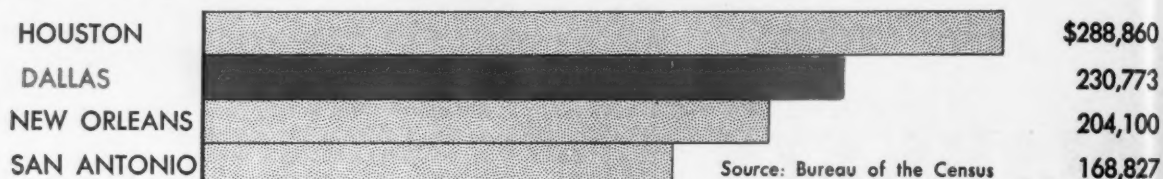
L O N E S T A R G A S C O M P A N Y

WITHIN 200 MILES OF EACH MAJOR CENTER CONT'D. **Petroleum Production 1944** (Thousands of Barrels)



Total Industrial Production:

Value Added By Manufacture 1939 * (Thousands of Dollars)



III. WITHIN 300 MILES OF EACH MAJOR CENTER **Total Population 1940**



Spendable Income 1944 (Thousands of Dollars)



Retail Sales 1944 (Thousands of Dollars)



*Considered a better index than total value of manufactured products. The totals above do not include the cost of materials used, supplies, containers, fuel, purchased electric energy, or contract work.



MILLIONS




TO BRING DALLAS NEW DIESEL
POWERED STREAMLINED TRAVEL
LUXURY AND SPEED TO ST. LOUIS,
THE NORTH AND EAST

To keep pace with the progress of Dallas, great things are happening on the Frisco! Look to the historic Texas Special to lead the way with luxurious ultramodern super streamliners . . . the finest ever built . . . Schedules will be hours faster . . . Other sensational improvements: 600 new freight cars; even faster "Frisco Faster Freight"; and grade and curve reduction . . . Millions being spent to give Dallas and the southwest finer faster passenger and freight service.






WITHIN 300 MILES OF EACH MAJOR CENTER CONT'D.

Motor Vehicles 1940

DALLAS		2,363,715
HOUSTON		1,702,012
SAN ANTONIO		1,443,952

Value of Crops Harvested 1939 (Thousands of Dollars)

DALLAS		\$482,456
HOUSTON		\$362,006
SAN ANTONIO		\$228,275

Source: Bureau of the Census




Petroleum Production 1944 (Thousands of Barrels)

HOUSTON		659,191
DALLAS		659,171
SAN ANTONIO		519,370

Source: The Oil Weekly

Total Industrial Production:

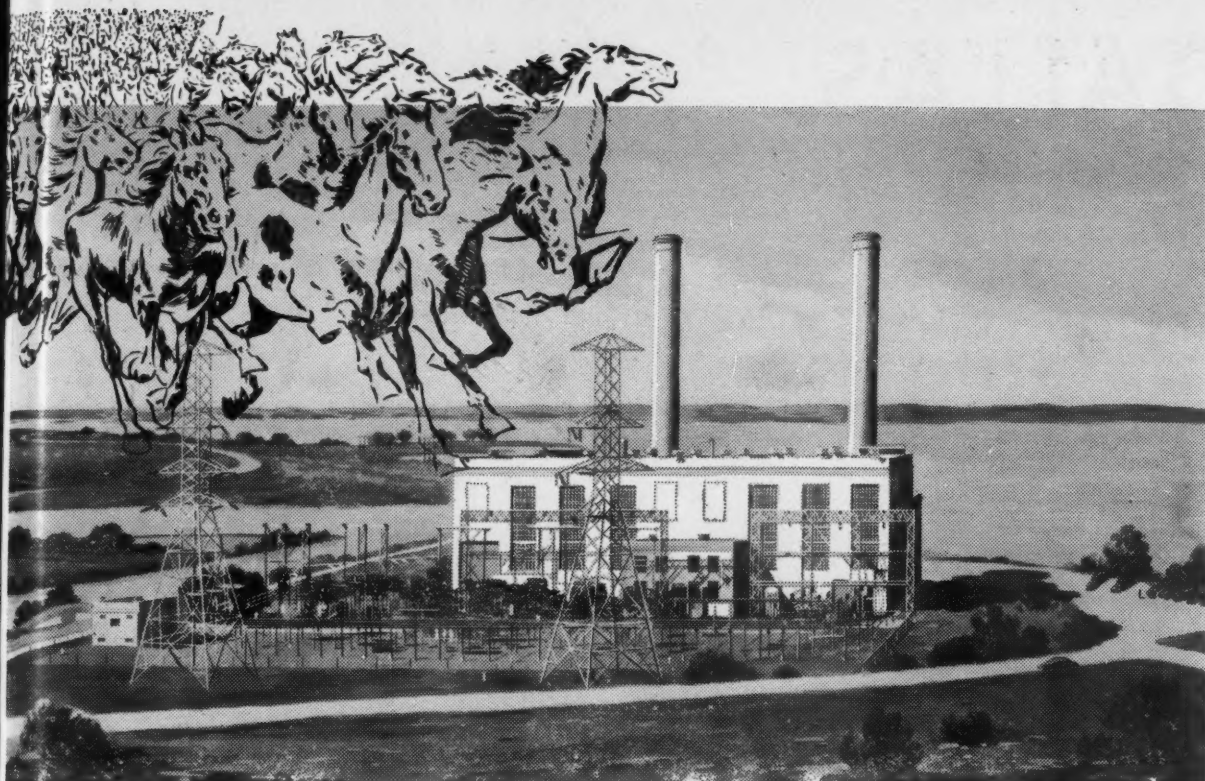
Value Added By Manufacture 1939 * (Thousands of Dollars)

DALLAS		\$592,263
HOUSTON		\$513,036
SAN ANTONIO		\$387,152

Source: Bureau of the Census

Comparisons are not carried beyond 300-mile areas, because from Houston and San Antonio so much of the market area for those cities would fall in the Gulf of Mexico. The percentages of the region's population and business within 300 miles of Dallas, and beyond 300 miles of Dallas, is graphically illustrated on page 29.

* Considered a better index than total value of manufactured products. The totals above do not include the cost of materials used, supplies, containers, fuel, purchased electric energy, or contract work.



40,000 *Additional* HORSEPOWER TO HELP DALLAS GROW

Power,—and still more power!... Power to drive machines, turn the wheels of industry and light a million new electric lamps in Dallas... Power to provide a great industrial future for our city—illuminating a vivid, inspiring picture.

Providing this power, another great turbo-generator has been placed at the service of the people of Greater Dallas at our Mountain Creek Power Plant, at a cost in excess of \$2,225,000.

Its 40,000 horsepower,—enough to serve a city of 100,000—makes sure that post-war growth will not be bottlenecked through lack of cheap, dependable electricity. Factories, stores, homes and office buildings,— the Greater Dallas of the present post-war era,—can be built with the certainty that electric power is already available.

Plentiful power spells prosperity. It means more jobs, more payrolls, more homes,—steady, balanced, commercial and cultural development.

For more than a quarter of a century our company has planned ahead to anticipate the needs of Dallas. In 1938 we completed the first unit of our new Mountain Creek plant. It was ready when the test came on the day of Pearl Harbor,—ready and able to provide the tremendous electrical requirements of war-time Dallas, with its plants running day and night turning out tools for the arsenal of Democracy.

Our company, visioning future needs, tried in 1941 to enlarge the Mountain Creek Plant. It was not until 1944 that priorities for this second huge generator were renewed by the United States government. Despite critical shortages the new generator has been built and installed and serves Dallas today. It doubles the capacity of Mountain Creek Plant and makes certain the electrical future of Dallas development. In peace, as it was in war, power,—adequate power,—will be available. Cheap, dependable, always available, electricity flows through our distribution lines in practically inexhaustible supply.

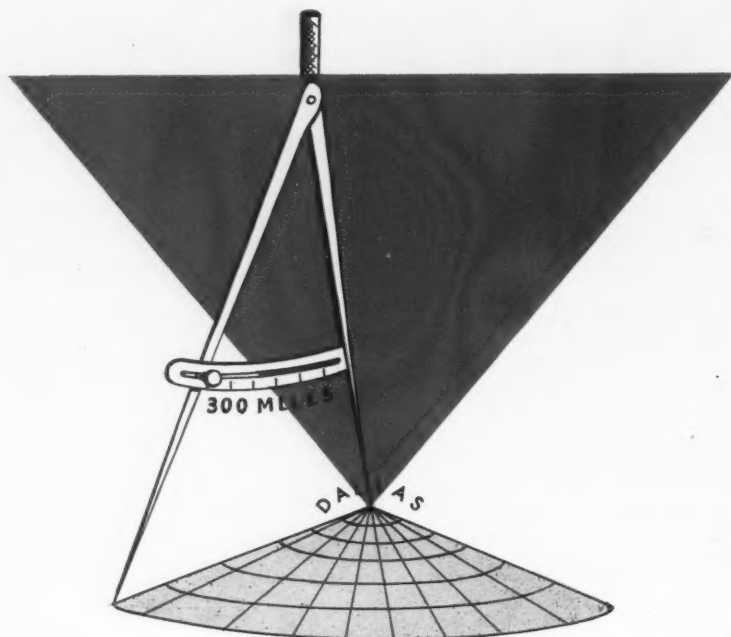
We are proud of our Mountain Creek Power Plant. We are glad to assure a swiftly growing Dallas that, so far as electricity is concerned, its every need will be cared for during the most important years of its history,—post-war years of growth, industrialization and prosperity.



DALLAS POWER & LIGHT COMPANY

G. L. MacGREGOR, President

DALLAS . . . Strategic Center



Pin-pointed at the heart of the area of greatest concentration of population, buying power and business activity within the Southwest, Dallas is the strategic center for this regional market unit. More than half of the people, money, business and resources of the vast Southwestern area are within 300 miles of Dallas. Within the 300-mile circle is the richest territory, the greatest potential market, for manufacturer, wholesaler, and retailer.

TOTAL POPULATION 1940
16,691,649

WHITE POPULATION 1940
12,790,761

SPENDABLE INCOME 1944
\$12,965,625,000

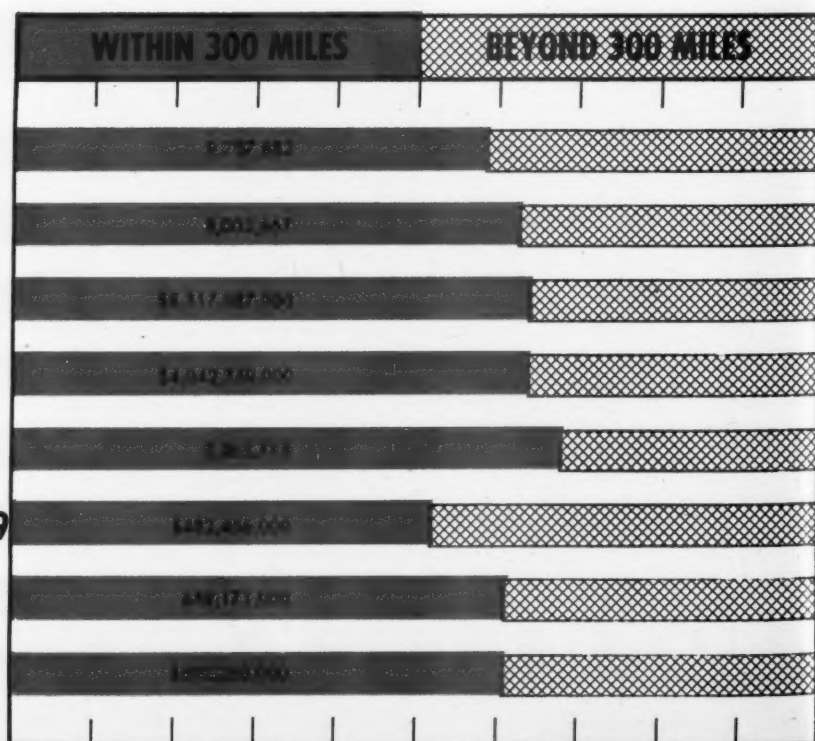
RETAIL SALES 1944
\$6,347,827,000

MOTOR VEHICLES 1940
3,480,764

Value of Crops Harvested 1939
\$933,871,000

Petroleum Production 1944
1,084,192,000 Barrels

TOTAL INDUSTRIAL PRODUCTION:
Value Added By Manufacture 1939
\$975,656,000



General American Oil Co.

OF TEXAS

Bell General Pipe Line Co.

1406 REPUBLIC BANK BUILDING

DALLAS, TEXAS

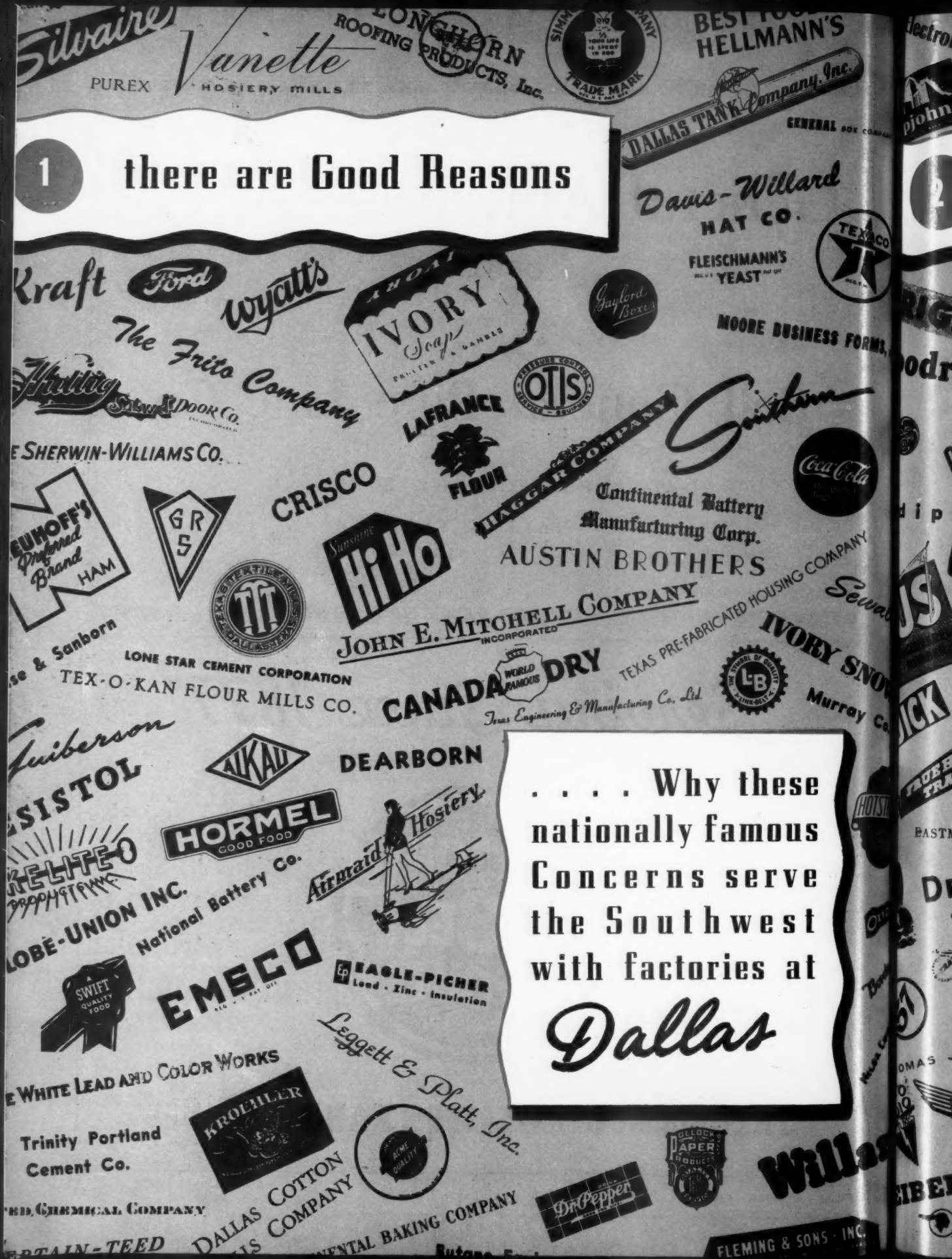
"Serving Since 1877"



ST. LOUIS SOUTHWESTERN RAILWAY LINES

1

there are Good Reasons



... Why these
nationally famous
Concerns serve
the Southwest
with factories at

Dallas

2 there are Good Reasons

.... Why these well-known firms maintain district or regional distribution facilities at Dallas.

Smaller War Plants Corporation
(Texas, Oklahoma, Louisiana)

Veterans Administration
• BRANCH OFFICE
(Texas, Louisiana, Mississippi)
• AREA OFFICE
(Eighth Service Command Area)
• REGIONAL OFFICE
(57 Texas counties)
• VETERANS' ADMINISTRATION GEN-
ERAL HOSPITAL

United States Engineers
• CIVIL WORKS
(Oklahoma, Texas (250 counties), Kansas,
Colorado, New Mexico, Missouri, Arkansas,
and part of Louisiana)
• MILITARY DIVISION
(Texas, Oklahoma, Arkansas, Louisiana, New
Mexico)

Department of the Interior
• BUREAU OF MINES
(Texas, Louisiana, Arkansas, Oklahoma, New
Mexico)

Office of War Information

War Manpower Commission
(Texas, Louisiana, New Mexico)

there are Good Reasons

Department of the Treasury
• DIVISION OF DISBURSEMENT
(Twelve states)
• INCOME TAX UNIT
(144 counties in northern Texas)
• INTELLIGENCE UNIT
(Texas, Louisiana, Mississippi)
• SALARY STABILIZATION UNIT
(Texas, Oklahoma, New Mexico, Mississippi,
Arkansas, Louisiana)
• SECRET SERVICE
(Texas, Mississippi, Louisiana)
• TECHNICAL STAFF DIVISION
(Texas, Oklahoma, Arkansas, Louisiana, Mis-
sissippi)
• WAR FINANCE COMMITTEE
(Texas)
• UNITED STATES SAVINGS BONDS
(Texas)

War Relocation Authority
(All of Texas east of Panhandle)

United States Employment Service
(Texas, Louisiana, New Mexico)

Department of Labor
• INDUSTRIAL DIVISION
(Texas, Oklahoma, Arkansas, Louisiana, New
Mexico)
• BUREAU OF LABOR STATISTICS
(Texas, Louisiana, Oklahoma, New Mexico,
Arkansas)
• NATIONAL WAR LABOR BOARD
(Texas, Louisiana, Oklahoma)
• NATIONAL STABILIZATION BOARD
(Texas, Louisiana, Oklahoma)
• WAGE AND HOUR PUBLIC CONTRACTS
DIVISION
(Texas, Louisiana, Oklahoma, New Mexico,
Arkansas)

Interstate Commerce Commission
(Texas, Oklahoma, New Mexico)

National Housing Agency
(Texas, Oklahoma, Kansas, Colorado, Ark-
ansas, Louisiana, New Mexico)
• FEDERAL HOUSING ADMINISTRATION
(41 counties in northern Texas)
• HOME OWNERS' LOAN CORPORATION
(Texas, Oklahoma, New Mexico)

Navy Department
• MARINE CORPS—
Southern Procurement Division
(Texas, Oklahoma, New Mexico, Louisiana,
Arkansas)
• CIVILIAN PERSONNEL DEPARTMENT
(Texas, Louisiana, Arkansas, Oklahoma, New
Mexico)

Department of Agriculture
• EMERGENCY CROP AND FEED LOAN
OFFICE
(Texas)
• FARM CREDIT ADMINISTRATION
(Texas)
• FARM SECURITY ADMINISTRATION
(Texas, Oklahoma, New Mexico)
• OFFICE OF THE SOLICITOR
(Texas, Oklahoma, New Mexico)
• PRODUCTION AND MARKETING
ADMINISTRATION
(Texas, Oklahoma, Arkansas, Louisiana, Colo-
rado, Kansas, New Mexico)

Reconstruction Finance Corporation
(Parts of Texas, Arizona, New Mexico, Okla-
homa)

Office of Defense Transportation

Department of Commerce
• CIVIL AERONAUTICS ADMINISTRATION
General Inspection
(Dallas County)
Air Carrier
(Dallas County)
Communications
(Dallas County)
Control Tower
(Dallas County)
• BUREAU OF FOREIGN AND DOMESTIC
COMMERCE
• OFFICE OF INTERNATIONAL TRADE
OPERATIONS
• CENSUS BUREAU
(Eleventh Federal Reserve District)

War Production Board
(Texas, Louisiana, Oklahoma)

Civil Service Commission
(Texas)

Federal Works Agency
• PUBLIC BUILDINGS ADMINISTRATION
(Texas, Oklahoma, New Mexico, Louisiana,
Arkansas)

Selective Service System
(Texas, New Mexico, Louisiana)

Federal Deposit Insurance Corporation
(Texas, Louisiana, Arizona, New Mexico)

Dallas Naval Air Station
• NAVAL RESERVE AVIATION TRAINING
(Texas, Oklahoma, New Mexico, Colorado)

War Department
• AIR TRANSPORT COMMAND—
Fifth Ferrying Group,
(Thirteen states)
• CHEMICAL WARFARE PROCUREMENT
Headquarters
(Texas, Oklahoma, New Mexico,
Louisiana)

Railroad Retirement Board
(Texas, Louisiana, two-thirds of New Mexico)

Office of Price Administration
(Texas, Oklahoma, Kansas, Missouri, Louisi-
ana, Arkansas)

Bureau of the Budget
(Texas, Oklahoma, Arkansas, Louisiana, New
Mexico)

Federal Reserve Bank
(Eleventh District)

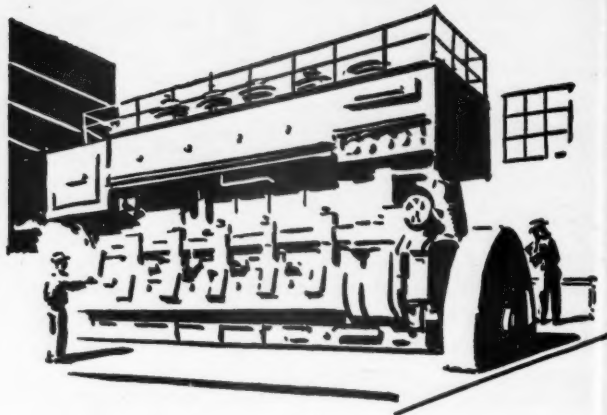
Federal Communications Commission
(Texas, Oklahoma, New Mexico)

Federal Security Agency
• PUBLIC HEALTH SERVICE
(Texas, New Mexico)

Why the United States Government has placed these regional or district Federal offices at Dallas. (Note: to provide a complete picture, some of the Federal War agencies, now liquidated, have been included on this page.)

A MACHINE

is No Better than its
LUBRICANT



Without **proper** lubrication no machine, large or small, can operate efficiently. Humble's expert engineers have carefully studied the lubrication problems of all types of industrial machinery, and have developed a **job-tested**, correct lubricant for every operating condition and every type of machine. Humble industrial oils and greases insure efficient, trouble-free

operation by giving each type of machine the **exactly correct** lubrication for its specific job. Let your Humble Agent solve your lubrication problems.

HUMBLE

HUMBLE OIL & REFINING COMPANY

Forty Years

1906

SEARS, ROEBUCK &
CO., LOCATED IN
DALLAS ON COM-
MERCE STREET WITH
3000 SQUARE FEET
OF FLOOR SPACE

OF HONEST DEALING and SERVICE

have made Sears, Roebuck & Co. a part of this community. Our civic obligations are met freely and we take pride in the progress made by Dallas and the great Southwest.

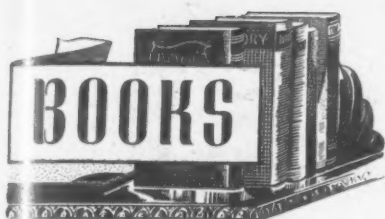
1946

SEARS, ROEBUCK &
CO. BUILDINGS ON
SOUTH LAMAR NOW
OCCUPY OVER ONE
MILLION SQUARE
FEET OF FLOOR
SPACE.

*Thanks to our many friends for their support and to our
employees who have so faithfully served our customers.*

SEARS, ROEBUCK AND CO.

MAIL ORDER DIVISION, DALLAS



GENERAL GEORGE CROOK, His Autobiography. Edited and annotated by Martin F. Schmitt. Norman: University of Oklahoma Press. \$3.

Greatest of all the Indian fighters, General Crook knew the West when it was

really wild. He knew how it felt to see a pair of hostile eyes peering at him through the foliage along the trail, to hear the paralyzing war whoops of savages as they ambushed their unwary foes. He was skilled in tracking and surprising the enemy, in dodging arrows that sometimes came in showers, even in pulling out those that sometimes tore open his flesh. An expert game hunter, he trained his men to live off the country in which others nearly starved when promised provisions failed to arrive.

Not much is known of Crook's boyhood. Born on a farm in southern Ohio in 1828, he had little schooling in his youth. At West Point he made one of the poorest records of those cadets who later rose to the rank of Major General. But he had the common sense, courage and endurance needed for life on the rugged frontier; and he succeeded where many others had failed. He was one of the few commanders in the West to discover that the Indians were human beings, most of whom would respond to decent treatment.

After his graduation from West Point in 1852, Crook was assigned first to Governor's Island but soon was sent to California by the Nicaragua route. There he gained an unfavorable impression of the Army, since many of the officers were drunken and incompetent, some even cowardly. Most of the commanding officers were petty tyrants, he wrote. "They lost no opportunities to snub those under them, and prided themselves in saying disagreeable things. Most of them had been in command of small posts so long that their habits and minds had narrowed to their surroundings, and woe be unto the young officer if his ideas should get above their level and wish to expand. Generally they were the quintessence of selfishness. Everything within their reach was made subservient to their comfort;

(Continued on Page 67)

A ROUND-UP

- of - TEXAS TALES

BOYCE HOUSE'S
* I Give You Texas
* Tall Talk From Texas
* Texas-Proud and Loud



NOW all for 4.37
Single Copies \$179



A
Package of Humor
Perfect
for Gifts or
Your Own Library

Send in Your Order Today!



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ERVAY AT PACIFIC

R-3366

TEXAS THE LONE STAR STATE

By

Rupert Norval Richardson

Presenting

The Colorful Drama and
The Fascinating Facts of
TEXAS' HISTORY

**A Book About Texas
for**

- College Students
- Public School Teachers
- The Great Reading Public

Price \$5.00

Presbyterian
BOOK STORE
Religious Book Center

1814 Main Street Phone R-5546

HEADQUARTERS FOR FRONTIER BOOKS

**BOOKS ON TEXAS AND THE SOUTHWEST
CATTLEMEN AND COWBOYS**

McMurray's
THE PERSONAL BOOKSHOP
1330 COMMERCE STREET, DALLAS 1, TEXAS



Throw Your Loop Over This One, Pardner

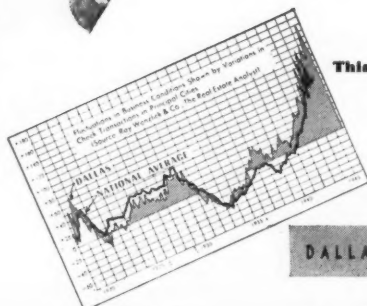


TIE into a **FORTIFIED** market in the most rapidly developing agricultural and industrial region of the nation—a market of 17 million consumers, with \$13 billions spendable income annually.

No business lag can touch all its diversified crops, industries and resources at once. Major depressions are short-lived in this fortified market which has always led the nation with its rapid and complete recovery.

In this vast region you can enjoy an almost depression-proof economy. Unfavorable crop season in one area is always compensated by bountiful yield in another. Income is sustained, not by just one or a few, but by many different resources, crops and industries.

Industry's eggs are never all in one basket in the **FORTIFIED** market of the Dallas Southwest.



This business fluctuation chart shows how the Dallas Southwest has led the march to recovery in depression years. In the book "The Dallas Southwest" you will find 64 pages of solid reasons why this amazing region, with its barely tapped natural resources, is truly America's **FORTIFIED market. Send for your copy now.**

DALLAS CHAMBER OF COMMERCE, DALLAS 2, TEXAS

Dallas Chamber Begins Ad Campaign

First advertisement of the national campaign of the Dallas Chamber of Commerce to call industry's attention to Dallas' advantages as the capital of the fortified Dallas Southwest market appears on the adjoining page.

The full-page advertisement was published in March issues of "Time," "Business Week," and "United States News." Other ads in the series will appear in these publications as well as "Modern Industry" on a staggered schedule running through November.

The campaign, designed to point up Dallas' importance in the national picture as the service center of the Dallas Southwest, America's No. 1 region of opportunity, will keynote the theme that the Dallas Southwest is a \$13,000,000,000 fortified market.

Agency for the advertising campaign, being coordinated by the Dallas Chamber's industrial and publicity departments, is the Herbert Rogers Company.

General George Crook

(Continued from Page 65)

and should there be more of anything than they wanted, the rest might have it."

Gradually, of course, officers of this kind succumbed to their own folly, while able and ambitious young men like Crook, who took the trouble to learn the country and study the Indians, survived and were promoted. In being shifted from one fort to another in the Pacific Coast area and in heading many expeditions, Crook learned to converse with Indians of various tribes and became an expert on their habits and customs. This knowledge added much to his value as a commander.

Except for the interlude of the Civil War, in which he made an enviable record and received several promotions, Crook spent nearly all his active life on the Indian frontier. After the war he went to the Northwest to pacify the depredating Paiutes, then to Arizona to campaign against Apaches who had gone on the warpath. Next he was back in the north, fighting the Sioux and the Cheyennes. After this he was in Arizona again, chasing the fierce Victorio and Geronimo. In the end he commanded the Department of the Missouri, largest and most troublesome of the frontier areas.

Crook's pungent autobiography, lost

to the world until now, was rescued by Martin F. Schmitt, who has done an admirable job of editing it, with appropriate notes and with additions, largely from the General's diaries, on the later years not covered in the autobiography.

Crook gets into his story much of the flavor of the frontier and often sprinkles his narrative with caustic criticism of fellow officers. If his lively adventures do not get into the films soon, Hollywood will be missing a good bet.—W.G.

FOR "Peace of Mind" PROVIDE PROTECTION

THE WILBERT BURIAL VAULT IS THE RESULT OF OVER 60 YEARS OF INDUSTRY EXPERIENCE AND RESEARCH. THIS UNDERGROUND VAULT WAS DESIGNED TO RENDER PROTECTION FOR THE CASKET.

Wilbert
BURIAL VAULT

WATERPROOFED
WITH ASPHALT

Sold by all Funeral Directors

Manufactured
in Dallas by

The Wilbert Burial Vault Co.

FOUNDED IN

1872

Two notable events in Dallas took place in 1872. Two railroads were completed and Huey & Philp was established. Joseph Huey and Simon Philp believed Dallas was destined to be one of the great cities of the Southwest. Today—Huey & Philp is one of the few firms that have continuously been in business since 1872... As we look forward to a second century of progress in Dallas County—we pledge the same principles of honesty and fair dealing will always guide us in serving the expanding needs of the Southwest.

HUEY & PHILP HDW. CO.

—WHOLESALE—

DALLAS, TEXAS

Branches

HOUSTON FORT WORTH

IN DALLAS *Last Month*



Advanced by Bank. J. O. Hutchison, who began his banking career as a teller fifteen years ago, has been advanced from assistant cashier to assistant vice president of the Oak Cliff Bank & Trust Company. He will be in charge of the bank's new account department.

GEORGE L. POWLEDGE, manager of the Texas branch office at Dallas of the Standard Accident Insurance Company,

Public Relations Counsel
PUBLICITY SERVICE
Bernard Brister
1306 Liberty Bank Bldg. R-530z

A GIFT ITEM THAT
WILL BE REMEMBERED

ZIPPO
LIGHTERS

CUSTOM ENGRAVED TO
YOUR ORDER—AN IDEAL
MULTIPLE BUSINESS GIFT

Nationally Known Advertising
Specialties. A Complete Line of
Calendars and Premiums.

J. F. PARKER & SON

1708½ Commerce — DALLAS — C-2080

has also been named Texas manager of the company's fire and marine affiliate, the Planet Insurance Company.

LT. JAMES P. ANDERSON, who has been released from Navy duty, has returned to the Crook Advertising Agency.

MAJOR LARRY E. DeBOGORY, who has returned to civilian life after five and a half years in the Army, is associated in general law practice with his father, EUGENE DeBOGORY, Republic Bank Building.

H. BASCOM THOMAS, JR., president of the Dallas Bar Association, has been appointed temporary city attorney of University Park, succeeding PERCY FEWELL, who has resigned to give full-time to his private law practice.

J. A. McROBERTS, who has been traffic agent at Dallas since 1941 for the Chicago Great Western Railroad Company, has been advanced to general agent, succeeding G. WILBUR SANBERG, who has resigned. G. H. DAVIS, formerly city freight agent for the Missouri-Kansas-Texas Railroad, has been named traffic agent for the Chicago-Great Western.

P. P. BUTLER, president of the First National Bank in Houston, has been elected a director of the Southwestern Life Insurance Company of Dallas.

DR. ROBERT L. ROBERTSON, who has been with the neuro-surgery department of the Baylor University College of Medicine, Houston, has been appointed neuro-surgery consultant in the Dallas three-state branch of the Veterans' Administration.

The agency of ANNABEL HOYT, ADVERTISING, beginning its second year of operation, has moved from 103 Martin to 502 Wholesale Merchants Building.



C. P. A. Director. George L. Noble, Jr., formerly regional director for the War Production Board, has been appointed regional director of the Civilian Production Administration in Dallas to supervise the veterans' emergency housing program. Mr. Noble will also be the district manager at Dallas for CPA, with the district office passing upon permits for commercial and industrial building under the recent construction "freeze" order, aided by a local advisory committee. Before assuming the WPB post in 1941, Mr. Noble was an independent oil operator in east Texas and Louisiana.

HUGH D. DUNLAP, discharged from the Army Air Forces as lieutenant colonel after four years of service, has joined the investment firm of Dittmar & Company in the Dallas office.

Released from the Navy as lieutenant commander after four years of service, B. H. MARKS has been named representative at Dallas for Texas, Oklahoma and Louisiana for the Vapor Blast Manufacturing Company of Milwaukee, with offices in the Wilson Building.

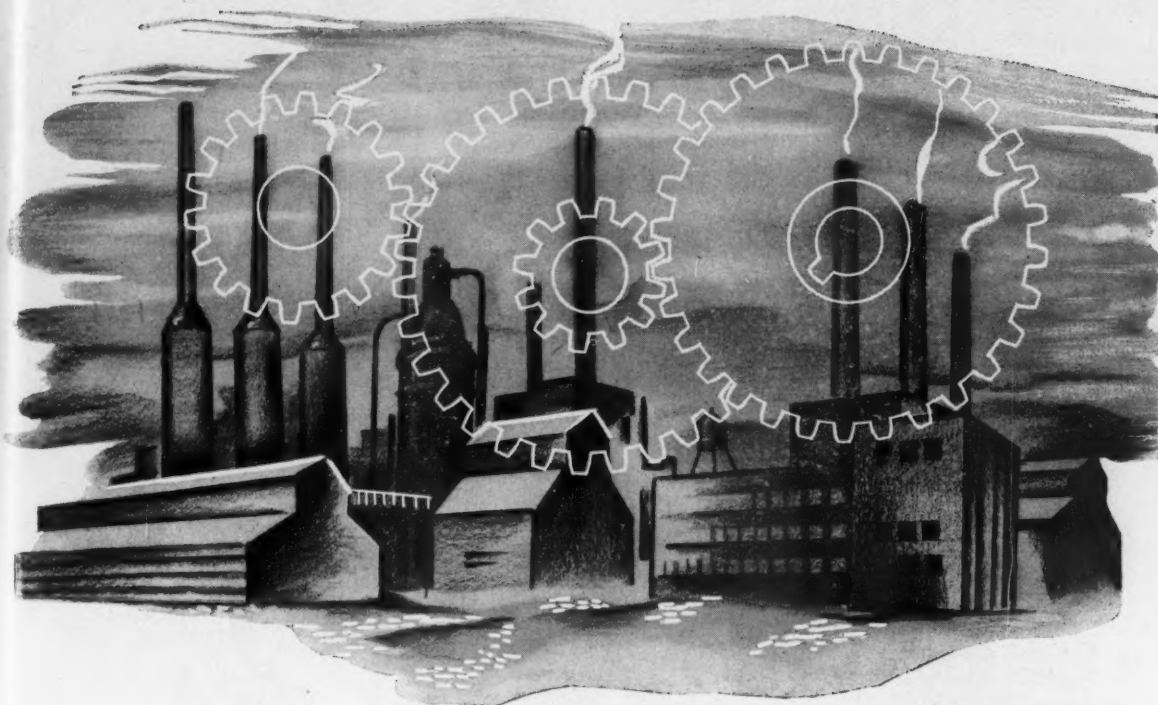
LANHAM DEAL, who has been assistant manager of the Dallas Symphony Orchestra, Inc., has been advanced to manager.

Adleta

SHOW CASE AND FIXTURE
MANUFACTURING CO.

1014 CEDAR SPRINGS • DALLAS, TEXAS

DESIGNERS & MANUFACTURERS
OF STORE AND BANK INTERIORS



Get geared for the Future Now!

Will your "war-weary" equipment be able to meet heavy production schedules?

Today, alert manufacturers are looking to new machinery and equipment to increase production and reduce operating cost. Many others plan to recondition and modernize present equipment. When you are ready... let us help you finance your requirements with a low-cost First National loan.

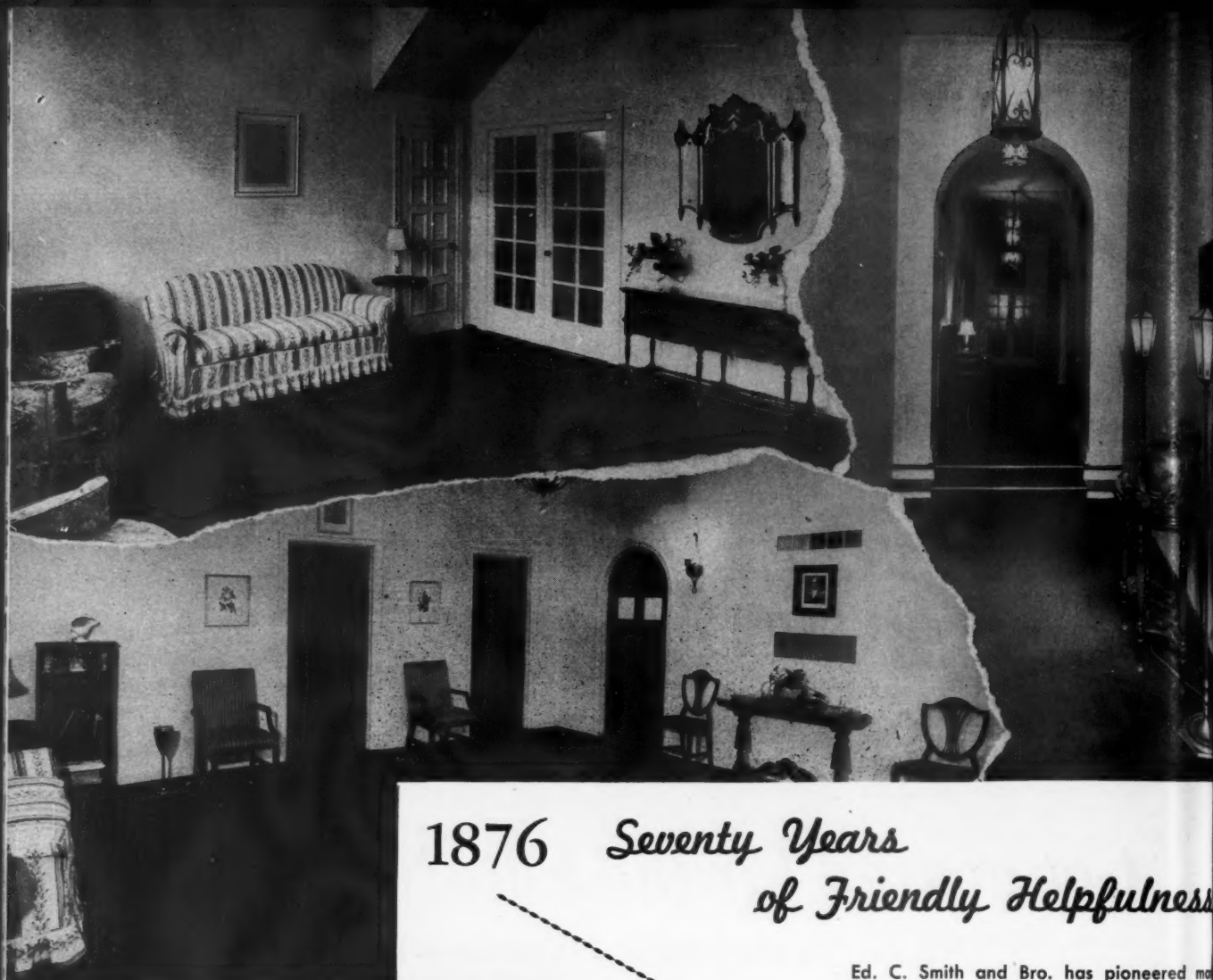
Whenever you have a financial problem, come in and talk over your specific needs.

The Largest Bank in the Southwest

First National Bank
in Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION





1876 *Seventy Years* of *Friendly Helpfulness*

Ed. C. Smith and Bro. has pioneered many features and improvements in equipment and facilities. Yet services of the highest quality have always been kept within the means of the average family.

Ed. C. Smith & Bro.
MORTUARY. LTD.

» *Ross at St. Paul* »

Consult our **ADVISORY**
SERVICE now about
PRE-ARRANGED
FUNERALS.

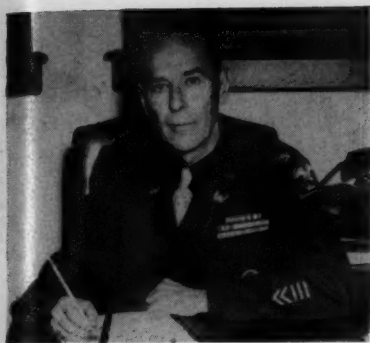
1946



Army
Henry
United
western
Colonel
who h
cisco i
Austin
Henry
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Hutchi

CI
35
906

DALLAS



Army Division Engineer. Colonel Henry Hutchings, Jr., has been appointed United States Division Engineer, Southwestern Division, Dallas, as successor to Colonel E. H. Marks, Corps of Engineers, who has been transferred to San Francisco in the same capacity. A native of Austin and the son of the late General Henry Hutchings, who was Adjutant General of Texas for many years, Colonel Hutchings is a West Point graduate,

served principally as chief engineer, Army artillery, during World War I, reaching the rank of major, and in 1944 was promoted to the temporary rank of brigadier general, holding it until the recent reduction in the strength of the Army. Between wars he was district engineer at New Orleans and Louisville.

MARVIN CULLUM of Dallas has been elected vice president of the Texas Wholesale Grocers' Association. SAM HANNA of Dallas has been reelected secretary-treasurer.

RUSSELL NYE, administrator of the Dallas City-County Hospital system, has been named president-elect of the Texas Hospital Association.

L. L. DYER of Dallas has been named treasurer of the Southern Gas Association. W. F. WRIGHT of Dallas has been elected a director.

CLIPPINGS FROM TEXAS NEWSPAPERS

35 Years of Continuous Service... Old Enough for Experience... Young Enough for Vigor

TEXAS PRESS CLIPPING BUREAU

906 Insurance Building

DALLAS

Phone Central-7628

You Create A Business

**INSURANCE is the
then necessity**

Insurance Premiums are an operating cost which must be added to the price of your product to be sold in a highly competitive market.

I reduce this insurance cost by competent insurance engineering, both fire and casualty.

I have represented only capital stock insurance companies for forty years.



CRUGER T. SMITH

General Insurance

R-8624

Magnolia Building

RECORDAK Microfilming Service *is back in Dallas*

Government demands—including V-mail—limited Recordak Microfilming Service during the war... but facilities are again available to business and industrial firms whose volume of paper work does not require the regular use of Recordak microfilming equipment on the premises.

Now, with most restrictions off, Recordak

—through its local office—is again ready to handle your microfilming—either in your office or in theirs. Make use of these facilities to have your letters, drawings, and other business documents microfilmed—for protection, for quick reference, for reducing filing space.

Charges are surprisingly low. Phone the local Recordak office for full particulars.

RECORDAK... in Dallas

1504 Young Street • Tel. Riverside 6637

Recordak offices and service centers

Atlanta
Boston
Chicago
Cincinnati

Cleveland
Dallas
Denver
Detroit

Houston
Kansas City
Los Angeles
New Orleans

New York
Philadelphia
Pittsburgh
Portland, Ore.

Rochester
St. Louis
San Francisco
Washington, D. C.

RECORDAK CORPORATION

(SUBSIDIARY OF EASTMAN KODAK COMPANY)

JAMES G. HILL, native of Dallas, has been appointed manager of the new Dallas agency opened in the Republic Bank Building by the Prudential Insurance Company, which has resumed insurance operations in Texas after an interval of 39 years.

**LONG TERM LOANS ON
BUSINESS PROPERTIES
\$5,000.00 to \$500,000.00
THE MORTGAGE CORPORATION
of Texas**

WALTER W. AHLISCHLAGER

Architect

DALLAS, TEXAS

AMONG OUR CLIENTS:

BANKS

Mercantile National Bank.....Dallas
Grand Avenue Bank.....Dallas
Grapevine National Bank.....Grapevine

OFFICE BUILDINGS

Carew Tower—Offices.....Cincinnati
Ramsey Tower.....Oklahoma City

DEPARTMENT STORES

Mabley & Carew Dept. Store.....Cincinnati
Pogue & Sons Dept. Store.....Cincinnati
Woolworth Building.....Chicago

HOTELS AND CLUBS

Netherland Plaza Hotel.....Cincinnati
Beacon Hotel.....New York City
Medinah Club.....Chicago
Webster Hotel.....Chicago
Sovereign Hotel.....Chicago
Parkway Hotel.....Chicago
Peabody Hotel.....Memphis
Irvin Cobb Hotel.....Paducah, Ky.

THEATRES

Roxy Theatre.....New York City
Beacon Theatre.....New York City
Senate Theatre.....Chicago
Center Theatre.....Chicago

APARTMENTS—HOUSING

Detroit Towers.....Detroit
Housing.....Fort Worth
Housing.....Dallas

INDUSTRIAL PLANTS

National Garage.....Cincinnati
Excelsior Manufacturing Co.....Chicago
Wagner Baking Co.....Detroit
Universal Products Co.....Dallas
National Geophysical Co.....Dallas
American Optical Co.....Dallas
Dewitt Parking Co.....Dallas
Schulze Baking Co.....Chicago
Chicago Cold Storage Co.....Chicago
Beatrice Creamery Co.....Chicago
Fox River Butter Co.....Chicago
Detroit Refrigerating Co.....Detroit
Fehr Cold Storage Co.....Louisville

SCHOOLS

Numerous Grade-High Schools

U. S. GOVERNMENT

Hospital.....Jackson, Miss.
Hospital.....Orange
Hospital.....McKinney
Dormitories.....Fort Worth
Pantex Ordnance (Housing).....Elter, Texas



New Advertising Partnership. James W. Huff, right, and Everett R. Henderson have entered into partnership under the firm name of Huff & Henderson Advertising, 901 Dallas National Bank Building. Mr. Huff formerly operated the James W. Huff Advertising Agency and before that was advertising manager of Reynolds-Penland Company for twelve years. Mr. Henderson, formerly a principal in the DeJernett & Henderson Advertising Agency, has a background of fifteen years as an advertising artist, illustrator and account executive.

PAUL D. LINDSEY has been elected the Reserve Loan Life Insurance Company of Dallas.

54 YEARS of SERVICE

PRINTING & OFFSET LITHOGRAPHY

Specializing in

Bank Stationery and Forms

Insurance Forms and Rate Books

Railroad Time Table, Tariffs and Forms

Catalogues, Directories and Booklets

Advertising Mailing Pieces and Color Work

THE

Egan

912-1006 Ross Avenue

COMPANY

Phone C-1211

1946

... a birthday for both!

To the County of Dallas—upon its One Hundredth Anniversary—goes Sun Oil's congratulations and best wishes upon this our Sixtieth Birthday.

Dallas—and Sunoco—both have grown through the years.

Today, from its own oil wells in the Texas fields, Sun Oil extracts oceans of crude to be refined into finished products that go into all corners of the world.

In addition to owning and operating its own Texas wells, Sun Oil Company has its own refineries in Pennsylvania, Ohio and Oklahoma; operates its own fleet of sea-going tankers, and serves seventeen eastern states with Sunoco products.

But it all starts in Texas—and that's why we are particularly happy to wish centuries of progress and prosperity to the County of Dallas.

SUN OIL COMPANY

Philadelphia

—and all Leading Cities... including Dallas



Nathan Adams Heads Savings Bond Committee

Nathan Adams, chairman of the board of the First National Bank in Dallas, has been named chairman of a new advisory committee of the Texas Savings Bonds Division of the United States Treasury

There is no finer Investment
than fine Architecture
J. MURRELL BENNETT

Department, which has been set up to further a continuing selling program for government savings bonds.

Mr. Adams announced, in issuing the committee's first report, that practically every Texas company that sponsored pay-roll plans for bond purchases during the war is continuing its program of systematic savings. Other Dallas members of the committee are Fred F. Florence, R. R. Gilbert, E. Cowden Henry, Judson S. James, Jr., F. M. Mayer, C. F. O'Donnell, R. J. O'Donnell, R. L. Thornton, and W. G. Vollmer.



Appointed Assistant. Fred W. Addison, who recently returned from thirty-seven months of service in the Navy as a supply and disbursing officer aboard the attack transport Alpine, has been named assistant to the vice president and managing director of the Southwestern Medical Foundation, Fred M. Lange. Before entering military service, Mr. Addison was assistant manager of industrial relations at Lockheed Aircraft Corporation.

JESSE WITZEL, discharged from the Army as lieutenant, has joined the National Silver Company at Dallas as Southwestern manager to direct sales in Texas, Kansas and Oklahoma. He will be assisted by LEE NOVAT.

The powder that waterproofed the Maginot Line can now keep our cellars dry

Water, Stay Away from My Wall

Condensed from Forbes, Kurt Steel

Featured in January The Reader's Digest

THE Maginot Line, symbol of colossal failure, yielded the blessing to American masonry. Under no other name was the most baffling problem of the great fortifications. Corridors, ammunition bays and barracks, honeycombed with springs and watercourses. In places the Line was built through swamp. And its concrete was so weak that some quarters were so rapidly that they were useless. Even where it was not the seepage, it was damp and clammy. Medical officers feared pneumonia and influenza epidemics. Other soldiers suffered from damp.

Mixed with water, the powder rubbed on the face of concrete or brick wall, its infinitesimal particles actually penetrate the surface, then expand as they dry, forming a solid watertight and which harden with age. As a result, the wall becomes snowy white.

Once it had proved itself, the French Government used it in submarine construction in Parisian swimming pools, for the faces of the walls, and to weatherproof throughout the French tropics, where dampness driven buildings.

THE SCIENTIFIC MINERAL SURFACE COATING
THAT WATERPROOFS AND DAMPPROOFS

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DALLAS



Utilities Supervisor. J. W. Monk, who has been assistant supervisor of public utilities for the City of Dallas, has been advanced to supervisor, succeeding Frank R. Schneider, who resigned to enter private business. Mr. Monk, who was supervisor for the Dallas Railway & Terminal Company before joining the city's utilities supervision department in 1918 as an inspector of service, was acting supervisor during Mr. Schneider's war service in the Army Air Forces.

ARTHUR B. LEAK has opened a theater brokerage office at 3422 Kinmore to handle appraisals and sales of theater properties throughout the Southwest.

FRANK C. MOORE, JR., has been appointed assistant prosecutor in the Corporation Court of Dallas, succeeding JOHN A. FORD, who resigned.

Following Navy service as a lieutenant, ROBERT SINGLETON has joined the legal staff of the Better Business Bureau of Dallas.

L. J. LANE, recently discharged from the Army, has returned as manager of Burt's Shoe Store, 1510 Elm.

Following Army Service, MAC A. TRACEY, JR., has joined the Dennis C. Colwell agency at Dallas for the General American Life Insurance Company.

PHOTOSTAT PRINTS

Southwestern Blue Print Co.

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Elected by Dentists. New president of the Dallas County Dental Society is Dr. Henry L. Rice. Other officers are Dr. Joe J. Simmons, vice president; and Dr. J. E. Leonard, president-elect for 1947.

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Industrial and Business Properties

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Alex D. Hudson James S. Hudson

WILLIAM C. JACKSON, JR.
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Announce the formation of

FIRST *Southwest* COMPANY

to engage in

INVESTMENT BANKING as ORIGINATORS,
 UNDERWRITERS, DISTRIBUTORS and DEALERS
 in municipal and corporation securities.

OFFICES

DALLAS	FORT WORTH
Mercantile Bank Building	Fort Worth National Bank Building

Dallas to Bid for 1948 Women's Bowling Congress

Dallas, with its extensive bowling facilities, may be host to the 1948 Women's International Bowling Congress.

A delegation from Dallas, headed by Miss Gerry Henderson, president of the Dallas Women's Bowling Association, supported by bowlers from other Southwest cities, will go next month to Kansas City, site of the 1946 Congress, to press Dallas' bid.

Selection of a host city is made two

years in advance. The 1947 Congress will be held in Grand Rapids. For the year ending August 1, 1945, membership in the international organization numbered 252,540, representing 38 states and Alaska, Canada, Canal Zone, and Hawaii. Texas had 3,074 members, with Dallas the largest organization in the state with 646 members. The invitation of the Dallas bowlers will be backed by letters from Governor Coke Stevenson, Mayor Woodall Rodgers of Dallas, the Dallas Chamber of Commerce, and the Dallas Hotel Association.

FURNISHING TEXAS HOMES

Since 1876

This year will complete Seventy Years of Service to the Dallas-Fort Worth Area by Fakes & Company. Through the years home-loving Texans have learned to depend on Fakes for quality home furnishings.

Starting in a small way — we, too, have grown with Texas. Among our finest assets are generation after generation of satisfied customers. Within our own organization are men and women who know furnishings — with a knowledge of markets and sources of supply second to none.

As new generations of Texans look forward to furnishing new homes — they, too, can depend on Fakes. We shall continue to give the best in quality — consistent with price — and carry on the policies of honesty and fair dealing that have brought us through since 1876.

FAKES & CO.

Elm, Field and Pacific

DALLAS



Y.M.C.A. President. Paul Carrington, Dallas attorney and former president of the Dallas Chamber of Commerce, has been installed as new president of the Dallas Young Men's Christian Association, succeeding Dr. O. M. Marchman. Other new officers are Frank H. Kidd and Myron Everts, vice presidents; Eugene B. Smith, treasurer; and M. J. Norrell, recording secretary. Charles W. Woolridge has been added to the board of directors. John H. Henry is Y.M.C.A. executive secretary.

LAWRENCE S. POLLOCK of Dallas has been elected a director of the Folding Paper Box Association of America.



DALLAS TRANSFER
and Terminal Warehouse Co.
(Established 1857)

2nd UNIT, SANTA FE BUILDING
Warehouse, Office and Display Space
Moving—Heavy Hauling—Packing

Agents for:
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Allied Van Lines, Inc.

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Facing the Future *with Pride in the Past*

*Proud of our heritage,
We are grateful for the past.*

*Inspired by the present,
We are looking ahead.*

*Confident of the future,
We plan for Tomorrow.*

Born at a time when the transportation needs of a small community were few and simple, the first public transportation company in Dallas has grown into a modern system of transit communication—complex, yet efficient.

Seventy-five years ago the first street railway company in Dallas was organized. Three-quarters of a century has rolled by since then, when the two mule-drawn cars moved up and down Main Street intermittently between Market Street and the H. & T. C. tracks.

Today, the Dallas Railway & Terminal Company, successor to the original company, operates 453 electrically powered street cars, trolley coaches and gasoline buses over 204.9 miles of lines serving a populace that has grown toward half a million.

We are proud of our record of community service. . . . We are equally proud to be numbered among the pioneers who had a part in the development of Dallas County. . . . We join others in paying tribute to those who pioneered before us, for it was their inspiration that gave us the courage to plan and prepare for a busy, growing city.

We count on the future just as we cherish the past. . . . Our plans for Tomorrow are keystoneed with the desire to always provide safe, comfortable and convenient transportation for the people of this community. . . . We want to grow with Dallas!

**DALLAS RAILWAY
& TERMINAL COMPANY**



New Vice President. Russell F. Good, formerly of San Antonio, has been elected vice president and a director of the Great American Reserve Insurance Company of

Dallas. He will have charge of the group and franchise department, a new division. E. O. Terry, has been elected to the board of directors of the company.

ROBERT B. SUTTLE, former Austin consulting engineer and former member of the Business Administration School staff at the University of Texas, has been appointed managing director of the Southern Gas Association and will soon make his headquarters in Dallas.



Heads VA Office. Tom R. Rayburn, nephew of Speaker Sam Rayburn, has been appointed manager of the Dallas regional office of the Veterans' Administration, which is serving 103 north and west Texas counties from headquarters in the Fidelity Building. Mr. Rayburn, who was a technical sergeant in the Marine Corps and served two and a half years overseas, was assistant executive officer at Dallas for the Office of Price Administration before entering military service.

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HOURS: 8:00 A. M. to 5:00 P. M.
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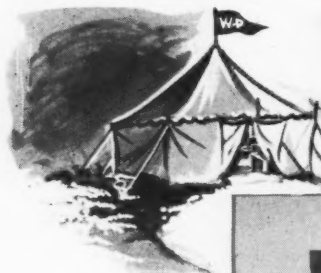
Location over Palace Theatre

1621 1/2 Elm

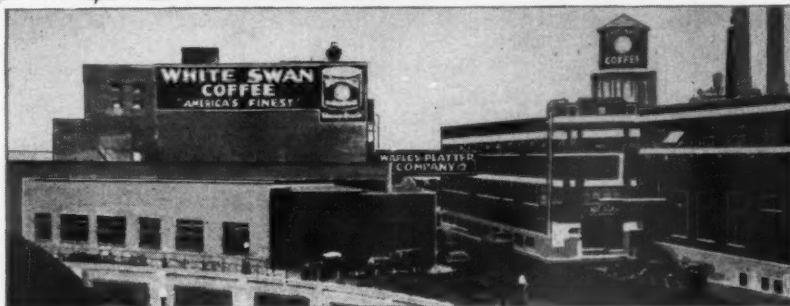
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YES, for almost 75 years "White Swan" has been synonymous with "fine foods" in the minds of leading grocers of the Southwest and their customers. From a small tent at Denison in 1872, the time and place of the M-K-T Line's entry into Texas... to the modern, bustling plants and warehouses of 1946, in Dallas, Fort Worth and other key Southwestern cities... each year in the history of Waples-Platter Company has been marked by untiring effort to make the White Swan brand the symbol of Fine Foods. Our success is measured by the satisfaction of those we serve.

WAPLES-PLATTER COMPANY

O K L A H O M A • T E X A S • N E W M E X I C O

Enjoy the White Swan Fine Foods Available Now



New Division Head. Ed Arends, who has had fifteen years of experience in the business machine and speed stationery field, has been named head of the newly established system service division of the Rogers Printing Company, a department set up to offer engineering counsel to business concerns with respect to form and record work. While in Army service as a captain in the adjutant general's department, Mr. Arends was last stationed at general headquarters in Manila.

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We Look Forward to DALLAS COUNTY'S *Next* 100 YEARS

IF IT IS TRUE that "the first 100 years are the hardest," we believe that all Dallas now can anticipate another one hundred years of growth and progress surpassing anything that we have known in the past.

We already are planning and building for the future with . . .

Wynnewood

—the 820-acre *planned* development which will provide *homes of character* for ten thousand present and future citizens of Dallas.

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SEND FLOWERS
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BOYD KEITH

PAUL L. ROUNSAVILLE, who was formerly cashier and director of the Continental State Bank at Alto, Texas, and later became assistant examiner in the State Department of Banking before entering military service, has been named assistant vice president of the Texas Bank & Trust Company of Dallas

RICE R. JACKSON, JR., has returned from Naval aviation service to enter the real estate and insurance business with the R. H. Crocker Company, Tower Petroleum Building.



Moving to Dallas. Raymond J. Morfa, chairman of the board of the Missouri-Kansas-Texas Railroad Company, has announced that he is moving his home from St. Louis to Dallas. Both Mr. Morfa and Donald Fraser, Katy president, maintain Dallas offices, although general offices of the Missouri-Kansas-Texas Railroad are in St. Louis.

HUGH H. EDDLEMAN AND EDDIE NICKLOW, both experienced in shop work and designing, have become associated in the E. & N. Company, tool designing and drafting firm, with temporary offices at 531 East Seventh.

GRAYSON GILL
Architect and Engineer

306 Great National Life Building

48 YEARS IN DALLAS

THE SOUTHWEST'S FOREMOST
FLORISTS... DECORATORS
NURSERY, LANDSCAPE AND
SERVICE HOUSE

We Grow Our Flowers

3 Stores to Serve You
100 Employees
Many Acres of Nurseries
78 Green Houses

Lange's
FINE FLOWERS



Old Chuck
SAYS...

Here's a gift with the true touch of Texas...

Business executives find it an unusual gift to give for Christmas and for all occasions.

There's thirteen different "Texas Taste Tested" spices, herbs and sauces, a real pepper grinder and my recipe book in the Chuck Box... **OLD CHUCK.**

Women and men alike find new thrills in cooking with the Chuck Box Seasonin's.

All refill items, including Old Chuck's Recipe Book and pepper grinder, are available for replacement at regularly appointed dealers everywhere.



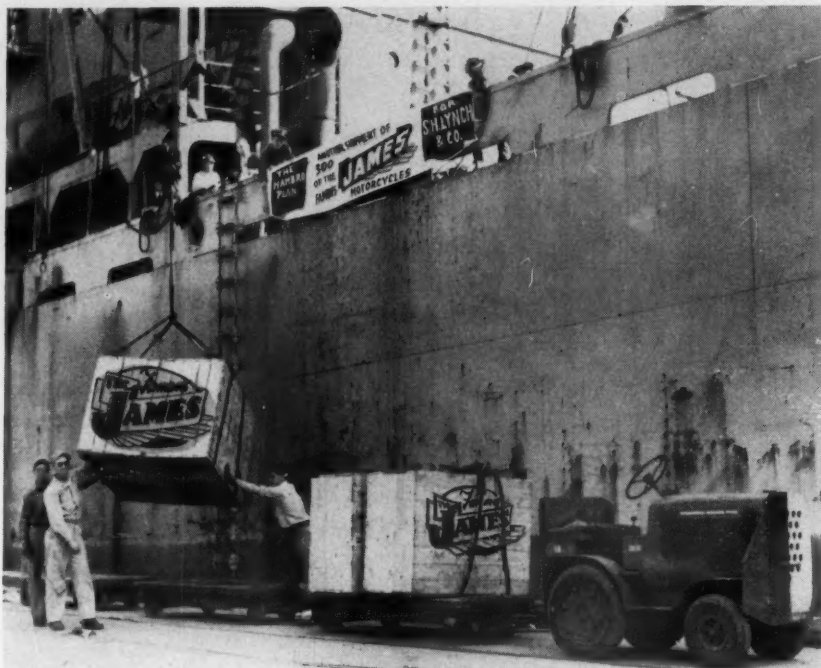
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Neiman-Marcus Co. EXCLUSIVE IN Dallas, Texas



From England to S.H. Lynch & Co.

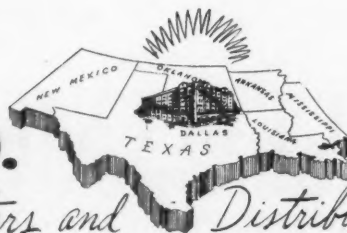
**A NEW SHIPMENT OF
FAMOUS JAMES LIGHTWEIGHT MOTORCYCLES**

The famous James motorcycle is one of the many products imported directly from England, under the Hambro Plan, by S. H. Lynch & Company. English china is coming through in limited quantities . . . soon fine leather goods, cut glass, crystal, and numerous other treasures, will be presented. It is our purpose to serve the merchants of the Southwest as an outstandingly complete source of fine imported merchandise, as well as notable domestic products.

S. H. LYNCH & CO.

PACIFIC AT OLIVE ★ DALLAS

Importers and Distributors





Promotion Director. Robert J. Roth, Jr., who joined Byer-Rolnick Hat Company recently after five years in the Army Air Forces, has been appointed director

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We figure inventory extensions, percentages, statistics, etc. Work done in your office or ours.

BURROUGHS CALCULATORS FOR RENT

1312½ Commerce

Phone C-4538

of radio and promotion for the company. As a captain, he was executive officer to the Chief, Armed Forces Radio Service for the Pacific Ocean Areas, and for two years prior to his war service he operated his own advertising agency. Irving Pierce, who formerly was in charge of the radio and promotion departments, has been appointed sales and advertising manager.

LAWRENCE E. MARTIN, formerly a power service engineer for the Dallas Power & Light Company, has been appointed secretary-manager of the Northeast Texas Chapter of the National Electrical Contractors' Association, with headquarters in 1211 Cotton Exchange Building.

COLONEL LEE D. CADY, who was in charge of the Twenty-First General Hospital at Washington University in St. Louis during the war, has assumed his duties as medical director for the Dallas branch of the Veterans' Administration. He has named **MAJOR G. A. WALKER** as head of a medical rehabilitation program.

JOE B. WARREN, who joined Dallas Rupe & Son after his return from duty in the Marine Corps as a major, has been



New Life Officer. Miss Gladys Anderson has been advanced to vice president of the Reserve Life Insurance Company of Dallas. Having been with the company since its inception, Miss Anderson is chief underwriter.

elected vice president of the Rupe organization in charge of the municipal department. **G. HAROLD PEARSON**, formerly assistant manager of the trading department, has been advanced to manager, succeeding **JAMES F. JACQUES**, who has resigned.

Since 1893

We Have Been Supplying Texas and the Southwest with
Paper and Paper Products

- BOXBOARD
- BUILDING PAPER
- WRAPPING PAPER
- EGG CARTONS
- EGG CASE FILLERS
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FLEMING & SONS, Inc.

MANUFACTURERS OF PAPER AND PAPER PRODUCTS
DALLAS

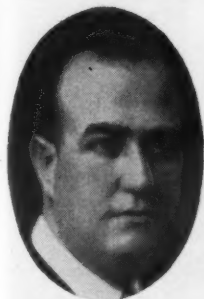


Named Vice President. Dan C. Williams, Jr., who is assistant chief petroleum engineer for the Magnolia Petroleum Company, has been elected a vice president of the Southland Life Insurance Company, of which he is also a director. John P. Walker, Jr., vice president and secretary of the Southland Life, has also been added to the board of directors.

FRED L. MANTON, formerly district manager for the National Supply Company at Fort Worth, has joined the General Motors petroleum industry sales staff as district manager of the Diesel engine division for north and west Texas, with headquarters in Dallas.

Discharged from the Army after three and a half years of service, **CAPTAIN FRANK W. BRUNDRETT** has reopened his veterinary hospital at Corinth and Eighth.

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ROGERS *Speed Stationery Products*

TO SPEED UP CLERICAL WORK in sales, billing, collecting, payroll, production, stockkeeping, shipping.

HAND WRITTEN

One-time carbon **ROGERSNAP** for multiple copy hand written records.

Autographic registers and supplies.

Sales and manifold books . . . all styles.

MACHINE WRITTEN

One-time carbon **ROGERSNAP** for typewriters, accounting, tabulating machines, addressing machines.

Continuous forms, with or without one-time carbon, for typewriters, billing machines, tabulating machines, accounting machines, teletypewriters.

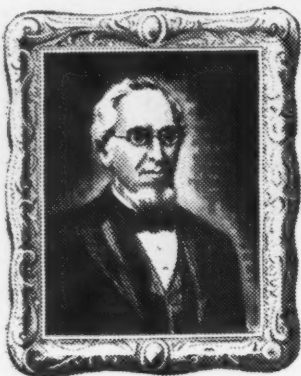
New SYSTEM SERVICE Division

To help your firm—small or large—plan your record system for speed, economy and efficiency, ROGERS now provides a complete service in forms analysis and design. Highly experienced **ED ARENDS**, Division Manager, is at your call.

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*THE COMMITTEE OF VIGILANCE AND SAFETY, 1835
...Stephen F. Austin, Chairman; Wiley Martin, Randall Jones, William Pettus, Gail Borden.

110 YEARS AGO

Gail Borden Fought for Texas' Independence*

Today at Borden's we strive to maintain traditions of public service set for us by our founder. Gail Borden was among the leaders in Texas' fight for freedom.* 1946 finds Borden folks "all out" in supplying Dallasites and Texans with the finest of Milk... Ice Cream... and Dairy Products. We realize our responsibilities in living up to a great name. We pledge to give our best.

Borden's
MILK... ICE CREAM

"THE BEST IN FLOWERS"

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FLOWERS WIRED ALL OVER THE WORLD

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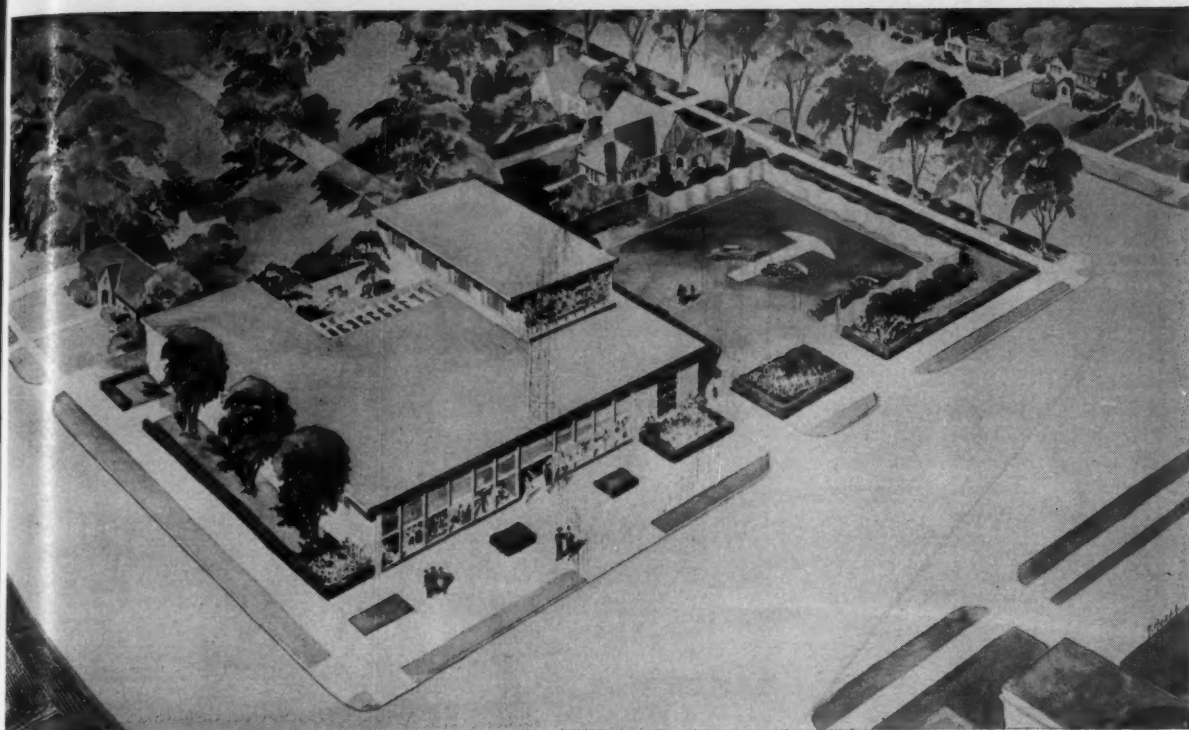
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Neiman-Marcus of the Park Cities. If property owners agree and the Highland Park Town Council and Zoning Commission give their approval, Neiman-Marcus Company will build a suburban store on recently acquired property on Preston Road between Mockingbird Lane and Potomac, which is adjacent to the Highland Park Shopping Village. Pictured is an artist's conception of the proposed Neiman-Marcus of the Park Cities, being planned as a \$500,000 development.

The building proposed for the site of approximately 60,000 square feet will be a two-story structure of contemporary design. On a portion of the property will be a parking patio enclosed by a serpentine wall. A detailed analysis of the company's plan for the suburban expansion with drawings of the proposed store and location map has been sent to property owners in the Preston Place Addition area, it was announced by Herbert Marcus, Sr.

Following five years of Army service, MAJOR V. N. BURGESS has become a partner in the Porter Burgess Company, radio and appliance distributor.

P. J. CRANDALL, Dallas advertising man and service-to-aviation director for

Texas Exchange Clubs, has been appointed to the aviation study panel of the Ex-

change Club's national committee on education.

Real Estate — Loans —

HOMES AND BUSINESS
PROPERTIES

F.H.A. • CONVENTIONAL
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20 Year G.I. Loans

Low interest—prompt, friendly
service—flexible programs to
fit your requirements. Com-
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"Real Estate Financing Since 1908"
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Include **BOEDEKER FROZEN SWEETS** *when planning your party menu*

Since 1886 discriminating Texas women have known how to top off party menus with this added touch.

BOEDEKER frozen sweets include many flavors of ice cream, sliced brick, sherbets and punches.

Call our Hostess, Mrs. Hugh Cargo, Riverside-8484, for party suggestions and helps...



FRENCH TRADE

Dallas Headquarters for South-West Zone Development Program

DALLAS last month was selected as headquarters for the development of closer friendship and trade relations between the five Southwest states and France.

The program was launched during the visit of Robert Faivret, president of the American Council, National Federation of Commerce and Industry of France, Inc., who was honored with a luncheon at the Dallas Athletic Club given by the Dallas Chamber of Commerce.

Mr. Faivret is pictured at top, right, with R. L. Thomas, chairman of the Dallas Chamber's foreign trade committee, as he addressed the luncheon group and announced the appointment of Harold Volk as president of the new Dallas Chapter of the American Council.

Mr. Volk, shown at bottom, right, with B. F. McLain, Chamber president, and Traver Hubbard, secretary of the San Francisco Chapter, will call a meeting in April to complete the Dallas organization as a second U. S. unit in an organization designed to serve as a clearing house for the exchange of marketing ideas between America and France.

Mr. Faivret proposed that the Dallas

Chapter, in assuming the leadership in the Southwest for stimulating trade with France, make a survey of firms which

could logically trade and profit from business with France.

"Whatever we can do to foster world trade will be an important contribution to world prosperity and peace," he said.



Our 75th Anniversary Pioneers of Industry Texas' Oldest Manufacturers of

**COTTON
BURLAP
PAPER**

BAGS

TARPAULINS • TENTS AND CANVAS GOODS

FULTON BAG & COTTON MILLS
DALLAS, TEXAS

NEW ORLEANS • ATLANTA • KANSAS CITY
DENVER • ST. LOUIS • MINNEAPOLIS • NEW YORK

REAL ESTATE LOANS

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Long Term
Low Interest
Liberal Options
Prompt Service
No Charges

F.H.A. or Conventional City Loans. Commitments on building plans and specifications.

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Over 83 Years Friendly Service

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HOW IT FEELS TO BE 35 YEARS OLD

In our case it's a wonderful feeling! We came to Dallas in 1911 when this was a big city of 91,000. As our city has grown we've grown with it, prospered with it, shared in its success. Today "BIG D" is the leading city of the great Southwest . . . and GRAHAM-BROWN is the leading Wholesale Shoe House in this vast area. The first 35 years have been mighty unusual . . . we expect the next 35 to be more unusual still, for Dallas and GRAHAM-BROWN are at the cross-roads of the future . . . one of the brightest futures this great nation has ever seen.

GRAHAM • BROWN SHOE CO

The Pioneer Shoe House of the Southwest

710 MAIN STREET • DALLAS, TEXAS



At the time John Neely Bryan was building his cabin on the banks of the Trinity, thus laying the foundation for a great city, another struggling pioneer — a humble blacksmith — on the banks of another river — was laying the foundation for a great industry destined to play an important part in building great cities in a great nation.

In 1837 John Deere built the first steel plow from a broken saw blade, thus providing early settlers with the means of conquering the black, sticky soils of the western prairies.

From that humble beginning has grown a great industry dedicated to the service of agriculture. Guided by the faith and integrity of those early pioneers, John Neely Bryan, John Deere, and a host of others, this institution has never faltered in its effort to keep alive that high standard of quality expressed by John Deere when he said, "I will never put my name on an implement that hasn't in it the best that is in me."

JOHN DEERE PLOW COMPANY

DALLAS • HOUSTON • SAN ANTONIO

Dreyfuss & Son

... Established in 1911

ONE OF AMERICA'S
FINER STORES

... Growing with Dallas

New Members

(Continued from Page 30)

Edward P. Thompson, 411½ North Ervay; certified public accountant.

Ellen's Dress Shop, 1020 Elm; Morris Hermer.

Dr. R. E. Van Duzen, 721 Medical Arts Building.

Ross Avenue Plumbing & Supply Company, 3110 Ross; Morris Leach.

Marilyn Belt Manufacturing Company, 704 Main; Morty Freedman.

National Underwear Company, 908 Main; W. J. Lang; wholesale.

Brannan's Cafeteria, 212 North Akard; Mrs. Grace Brannan.

Felix Chapeaux, 1006½ Commerce; Felix A. Rosenfield; millinery manufacturers.

Bancook Maintenance Company, 2016 South Lamar; J. L. Storey.

Merit Films, 215 South Pearl; Eugene M. Wilson; film and equipment distributors.

Achievement...

The story of Dallas' growth from a tiny frontier settlement to a great metropolitan center rich in commerce, industry... the financial capital of a wealthy empire—is a story of the achievement of 100 years... a living tribute to planning... initiative... foresight.

The TEXAS BANK & TRUST CO. is proud that it has contributed to this story of progress. It has provided financial assistance, banking facilities, and economic stability to many young commercial and industrial firms. It has enabled them to portray important roles in the picture of Southwestern trade.

Business can look to the TEXAS BANK & TRUST CO. to accept the challenge for better service in the great era immediately ahead.

With increased capital... with greatly enlarged banking facilities... with a resourceful and conservative management, the "TEXAS" faces the future with faith and confidence for continued growth and progress... for greater achievement.



Texas BANK
& TRUST CO.

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MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DALLAS • APRIL, 1946

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E. J.

operator
ROB

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visor, V

general
DALLAS

The Stanco Company, 1914 Canton Street; Tom B. Wilson; wholesale distributors.

Jess Lafferty Company, Thomas Building; Jess F. Lafferty; real estate.

Guaranty Federal Savings & Loan Association, 1201 Commerce; J. M. Simmons.

E. & M. Shoe Shop, 301 North Ervay; Mrs. W. E. Mittel.

Dallas Costume Shoppe, 3400 Parry; H. C. Worth.

R. E. Dennison, 615 Southwestern Life Building.

Dr. W. D. Jones, 3116 Live Oak.

George G. Ehrenborg Company, 208 Construction Building; George G. Ehrenborg.

Acme Printing & Multigraphing Company, 108 North Pearl; James B. Hussey.

Dr. E. H. Leach, Southwestern Clinic, 5119 Capitol.

Industrial Fuels, 163 Comstock; J. Boyd Phillips; petroleum fuels.

The Motor Mart, 1908 Jackson; J. M. Egan; wholesale automotive parts.

The Truitt Company, 2800 Canton; Joe S. Truitt; processing, packing, boxing.

L. & G. Royalty & Oil Company, 518 Republic Bank Building; Lewis T. Lohman.

Dr. Charles J. Paternostro, 1119 Medical Arts Building.

Gulf States Beverage Journal, 5301 Worth; Jack C. Bell.

O. K. Jackson Company, 2902 North Henderson; O. K. Jackson; advertising specialties.

Jerry C. Hawkins, Mercantile Bank Building; oil operator.

P. K. Waffle Shop, 1513 Commerce; Paul K. Odiorne.

Trans-Aero Engineering Company, 1614 Bryan; William G. Bailey.

Beer & Company, 201 Gulf States Building; Murray Samuell and L. A. Ott; investment brokers.

Southwestern Men's Apparel Club, Hotel Adolphus; Fred La Cari and Tom Dean.

Barbara Gray Dress Shop, Greenville and Ross; Mrs. Barbara Gray.

E. J. Moran, 1101 Kirby Building; oil operator.

ROBERT P. BAXTER, who has headed the Dallas agency of the Rio Grande National Life Insurance Company, has been advanced to agency supervisor. W. M. BATES has been elected general counsel.

A PROVEN ASSET

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THE PERSONALIZED MUSIC SERVICE

Has proven itself to be a profitable asset to business of all types—now let MUZAK go to work for you! Work music is the modern answer to better work; to increased efficiency; to sound employee-management relationships. It is a practical retailing sales builder, tool.

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LIGON SMITH, Manager



HAVING been privileged for the past two decades to play a part in the Dallas County "century of progress" ... we pledge our sincere efforts to serve our community in the reconversion era that lies ahead.

It's "Hats off to the past—Coats off to the future."

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— A TEXAS INSTITUTION —

FENTON J. BAKER
President and Managing Director

WYNNEWOOD:

Homes for 10,000 Breath-Taking Goal of Realty Project

IN A NATION beset by tumultuous demands of war veterans and others seeking shelter, Dallas beams a ray of hope with a \$25,000,000 development—Wynnewood—that bids to be the country's largest privately-owned housing project.

The plan: 2,200 residences ranging from \$6,000 to \$20,000 in price; 1,000 apartment units; and a huge, modern, shopping center. The schedule: 500 homes the first year, completion of the entire project within five years. The result: Homes for 10,000 Dallasites.

The American Home Realty Company's Wynnewood development in south Oak Cliff is an example of Dallas County progress that calls for planned development in the ensuing decades in contrast to much of the growth of the past century.

American Home, whose president is Angus G. Wynne, Jr., and which lists Toddie Lee Wynne and B. Hick Majors among its directorate, began plans for development of the 820-acre Gannon tract by retaining Hare & Hare, nationally-known city planners of Kansas City. The master plan provides for winding streets, wide lots and distinctive homes so laid out that no lots will face thoroughfares or



AERIAL VIEW of \$25,000,000 Wynnewood Addition to be developed by American Home Realty Company of Dallas. Triangular tract will be the first portion to be completed. Angus G. Wynne, Jr., is pictured in photo inset.

highway arteries. The unconventional street and homesite arrangement precludes regimented rows of uniform homes, and the builders have announced that it is their intention to provide distinctive residences with no two alike.

War-developed innovations in insulation, heating, lighting, and the like will be given their first postwar test on a mass scale in the Wynnewood develop-

ment with the most modern features to be incorporated in all construction. It is planned that prices be held down by volume building that calls for construction of homes in quantities of 100 units or better and selling of the lot and finished home in a completed package. Public officials report that Dallas' expansion history has never before recorded a single addition of such magnitude.

"Wynnewood will be a tonic to the entire shelter-hungry nation," Holmes Green, chairman of the Dallas Chamber of Commerce housing committee, declared. "This is the beginning of the answer to our needs."

Despite shortages of material and other critical items, the development is moving ahead, with foundation and other work in progress for the first group of 240 homes to be built in a triangular tract bordered on the east by Zangs Boulevard and on the north by Illinois. Henry C. Beck is the contractor, and Roscoe P. DeWitt is in charge of residential architecture.

GUS ELMENDORF has been named regional director at Dallas for the newly formed War Assets Administration, which succeeds the War Assets Corporation, with his territory comprising most of Texas and parts of New Mexico and Arizona.

Since 1906

We have been serving business and industry in the Southwest with Envelopes for Every Purpose. We are glad to join in observing the 100th Anniversary of Dallas County. As in the past our plant facilities and our service will always improve and expand to meet the ever growing needs of Texas.



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DALLAS

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DALLAS

"Hurrah for Dallas!"

(Continued from Page 20)

been an agricultural colony; but the colonists, with few exceptions, were city folk. Within two years, the project had failed, and the one hundred and ten colonists moved to Dallas before the 1860 census.

The effect of this influx of old-world city-dwellers would be hard to overestimate. They were tailors, shoemakers, jewelers, naturalists, watchmakers, artists, weavers, stone masons, dancing masters, milliners, musicians, pastry cooks, physicians, nurserymen. Their little shops stood on the muddy square alongside Haught's saloon, Smith & Patterson's general store, and McCoy's law office. Dallas children attended dancing school, studied painting, music, and fencing, and their mothers served French pastry from the bakery at a time when housewives in nearby Texas towns of larger population had to be content with potato pies.

The town looked on with approval when Nicholas Darnell, manager of Mrs. Sarah Cockrell's new three-story St. Nicholas Hotel, opened the establishment with a grand ball. A contemporary chronicler described the myriads of lamps reflecting a mellow glow from the polished ceiling, the tapestries from the old South, the half-circle balcony adorned with the United States and Texas flags, the decorations of cedars, evergreens, and wild flowers; the "long train of handsomely-gowned matrons, becomingly attired young women . . . with the debonair and faultlessly dressed escorts in evening dress of Prince Alberts." John C. McCoy led the grand march, "a beautiful young lady listless on his arm, gracious and smiling."

This was reported in the *Herald*, which, eight years before, had "taken pains to ascertain the present (1851) population of our village . . . white inhabitants, one hundred twenty-three; negroes, thirty-seven; total, one hundred sixty."

All this was taking place in the muddy middle of a frontier prairie, inaccessible to outside influence. A community was being changed and fashioned by its internal forces, by the quality of its population. Man-made, man-projected—this was true of Dallas during its first years, as well as later.

Before the Civil War, Dallas was incorporated (1856); and it had, in addition to the usual small-town stores, a lyceum, rental library, photographer, bank, factory, jeweler, cabinetmaker, milliner,



OLD WINDSOR HOTEL

even an insurance agency. It had held its first Agricultural and Mechanical Fair; it had suffered a fire not so spectacular but proportionately just as inconvenient as the later Chicago fire; and it had enter-

tained a traveling circus which exhibited a live elephant.

Within the limitations of its physical facilities, Dallas had already become, psychologically, a city. This does not mean, of course, that its sustenance was not drawn from agricultural pursuits, or that a good portion of its people were not recently from the farm. It does mean that urban arts, crafts, and amenities were flourishing, and that a true urban spirit was in the making. There already existed a determination among the inhabitants to develop Dallas as a commercial city, rather than as a town whose economic and

A FORWARD LOOKING BANK

for Forward Looking People

Through the years while this bank was growing with this community, men and women, business firms and individuals, always have found us ready to make available, and promptly, the experience, the services, the resources, of this organization to help them to carry out their financial plans.

You'll find that same policy of progressive, prompt, personal service prevails in this bank now on an even broader scale.



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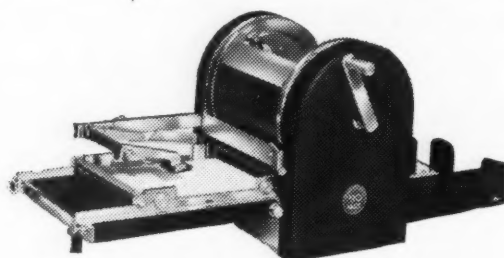
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OLD DALLAS OPERA HOUSE

social life revolved around a general merchandise store or a cotton gin.

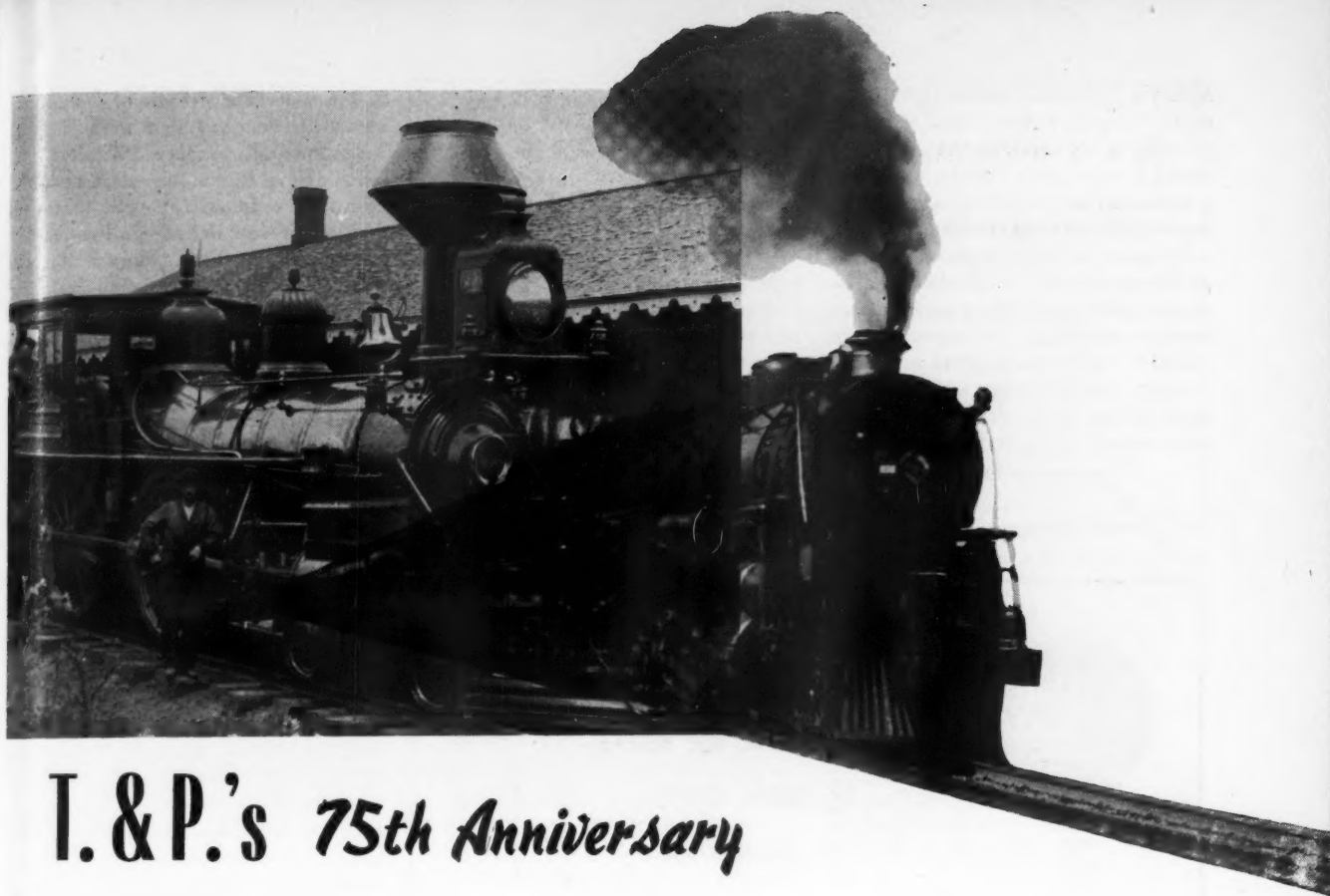
After the Civil War, new citizens reinforced the already established pattern; many deliberately chose Dallas because it promised to grow and become great; others fell in with the group psychology after they arrived. Even before the coming of the railroads, this was true; after rail transportation was established, it was increasingly evident.

The railroad almost missed Dallas. A legislative act required the Houston and Texas Central to cross the Trinity River in Dallas County. Most Dallasites thought that this meant it must pass through the town; but the engineers, coached perhaps by the company's treasurer, determined that the best crossing was eight miles below Dallas. Aggressive civic leaders determined otherwise. A bonus of \$5,000, a right-of-way, and a grant of one hundred and fifteen acres brought the railroad in 1872 within walking distance of Dallas.

The H. & T. C. immediately promoted a competing town around its East Dallas station. This new town could perhaps have induced newcomers to settle in it, and might have outstripped Dallas in population. But the "terminal merchants," who had moved up the line as the road was extended, came under the spell of Dallas leadership and decided to build their stores alongside the pioneer establishments near the courthouse. In one day they bought seventy lots on Elm Street between Jefferson (now Record) and Akard Streets.

When the Texas and Pacific Railroad, angling for the best subsidies, decided to build through Corsicana to El Paso, Dallas' aggressiveness had been sharpened by its previous experiences. An oblique attack was decided upon. Dallas leaders first proposed to build a competing line to Jefferson, but finally inspired the Dal-

(Continued on Page 95)



T. & P.'s 75th Anniversary

THIS year the Texas and Pacific Railway Company is celebrating its Diamond Anniversary—seventy-five years of service to the Dallas Southwest. With the railroad having been chartered by a special act of Congress on March 3, 1871, Texas and Pacific rails have spanned the breadth of Texas from Texarkana to El Paso and have measured the length of Louisiana from Shreveport to New Orleans.

When the Texas and Pacific surveying crew began work on the line between Longview and Dallas in July, 1872, East Texas was still a very sparsely populated and undeveloped region. William Patrick Doty, the assistant chief engineer of this first crew, in his memoirs says of the country between Longview and Dallas: "We saw nothing but one country store at Big Sandy and some farmhouses, few and far between. Reaching Dallas in September, we found a struggling village of a few hundred people. Here I was put at locating and cross-sectioning for the Texas and Pacific bridge over the Trinity, with special instructions to get it above high water."

Doty's most vivid recollection of Dallas, however, was not of its size or of its potentialities as a city. It was at Dallas

that the crew's cook quit, and for several days each man had to prepare his own food. Doty ruefully recalls that as cooks he and his companions were top-notch engineers.

Several months later, early in 1873, another Texas and Pacific surveying crew was working in Dallas, and a party of out-of-town business men stopped to watch. Pausing in his work a moment, one of the engineers remarked, "Here's where I'd put the station if I were doing it." Later that day real estate values nearby took a sudden swing upward for the visiting business men had bought fifty lots as close to the spot as possible.

Service between Dallas and Longview was inaugurated by Texas and Pacific in August of 1873. This was a signal event in the history of the fast-growing city. Although there was a railroad from Dallas to the Texas coast, the need for rail transportation to the East long had been evident. The long overland journey by stage-coach or ox cart from Longview was costly, uncertain and slow. The trickle of settlers from the East became a flood when rail service was made available. Homeseekers lured by the promise of a new start in the West packed the trains. Business men with a sharp eye for profitable

investments saw in Dallas the opportunities they sought. Merchants and traders from the new towns springing up in North and West Texas came to Dallas for their stocks of merchandise and supplies. Heavily laden ox carts and freight wagons streamed out of the city daily bound for the isolated settlements dotting the plains west of Dallas. Cattlemen drove their herds of long horned cattle to the rail head for shipment instead of following one of the renowned cattle trails to Kansas.

Even at this early date, the urban, cosmopolitan atmosphere that has always characterized Dallas was evident. A group of French and Belgian settlers came to La Reunion, a few miles west of the Trinity River, in 1855 to set up a communal agricultural colony. But the colonists with a few exceptions were city folk, and within a short time the project had failed, and one hundred and ten colonists moved to Dallas before the 1860 census. They were tailors, shoemakers, jewelers, naturalists, watchmakers, artists, weavers, stone masons, dancing masters, milliners, musicians, pastry cooks, physicians, nurserymen. Their little shops stood on the muddy square alongside Haught's saloon, Smith and Patterson's general store, and

McCoy's law office. Dallas children attended dancing school, studied music, painting, and fencing, and their mothers served French pastry from the bakery at a time when housewives in nearby Texas towns had to be content with potato pies.

In August of 1873, Texas and Pacific published a booklet which described for its stockholders the cities, towns and communities served or to be served by the railroad. Dallas was described as follows: "County seat of Dallas County, in the midst of one of the very finest agricultural sections in the state, and the point


of intersection of two railroads, it is destined to become a place of considerable importance. Its original location in the timbered bottom land of the West Fork of the Trinity was made many years ago, but the location of the railroad depots on the hill on the edge of the prairie, one mile east of the Trinity, is rapidly extending the town in that direction. The two sections of the town are now connected by a horse railway. There is a splendid iron bridge over the Trinity, built at a cost of \$60,000. The new courthouse, when completed, will be by far the finest

in the state. The growth of Dallas has been unprecedented in the history of Texas towns. In January, 1872, its population did not exceed three thousand, and now it is estimated at eight thousand. Dallas has one daily and two weekly newspapers; Methodist, Baptist, Presbyterian, Episcopal and Christian churches; a public library, two or three boys' and girls' schools, and a female academy. The great abundance of timber in the Trinity bottoms, convenient to Dallas, points it out as a future prosperous manufacturing center of furniture and wagons. These, even now, would be exceedingly profitable branches of business. There has been, as yet, no location of stations on the Texas and Pacific west of Dallas."

The author of the Texas and Pacific pamphlet qualifies as a first-rate forecaster of things-to-come. One cannot question the accuracy of his statement that Dallas "is destined to become a place of considerable importance." If this unknown "prophet" can be criticized at all, it would have to be said that he was guilty of understatement.

His remark that "the growth of Dallas has been unprecedented in the history of Texas towns" is as applicable in 1946 as it was in 1873. The "point of intersection of two railroads" has become the hub of a vast transportation network of railroads, highways and airlines, making Dallas the foremost commercial and market center of the Southwest. Although the timber of the Trinity bottoms has not founded in Dallas a "prosperous manufacturing center of furniture and wagons," the volume and value of other manufactured products have increased from year to year, and today Dallas ranks high among the manufacturing cities of the nation.


Dallas is an example of a city that man has made, with little help from Nature. One of the most essential tools the men and women of Dallas have used to build their city is the railroad. For nearly seventy-five years the Texas and Pacific has worked with the aggressive—and progressive—builders of Dallas in their highly successful efforts to make their city even more, "a place of considerable importance."



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You and your family will enjoy

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SEA FOODS — and those delicious HOT ROLLS

FORWARD ONE BLOCK - TURN RIGHT ON HALL ST.



"Hurrah for Dallas!"

(Continued from Page 92)

las representative in the Legislature—a former mayor—to write into a railroad act a provision that the T. & P. should cross the H. & T. C. within a mile of Browder Springs. No one in the legislature or the railroad lobby inquired where Browder Springs was; but, when the line was surveyed, it was found on the edge of Dallas, where Representative Lane and Colonel Sterrett knew it was. The Springs furnished Dallas' drinking water.

Again, the railroad engineers found a better crossing of the Trinity farther from Dallas; again, Dallas rose to the occasion, raised \$100,000, and donated the Pacific Avenue right-of-way to the railroad. That was the metropolitanism and investmentism of Dallas in the 1870's. Country folks would probably have argued and waved their arms, instead of using them to reach for their wallets.

With the railroads came telegraph lines, Associated Press service, and, even more important, a flood of new citizens. The terminal merchants were followed by Swiss and German settlers, already habituated to city life, and by business men from the Mid-West and Northern cities. During the 1870's the three religious groups which in the United States are traditionally urban established congregations in Dallas. St. Matthew's mission became a parish, with a resident rector, and in 1874 became the cathedral church for all North Texas. Temple Emanu-El was organized in 1872. The Church of the Sacred Heart was established in the early 1870's, with a parochial school taught by the Ursuline Sisters.

Before the panic of 1873, the H. & T. C. had reached Denison to connect with the M. K. & T. Dallas now had two lines to the north, one to the Texas coast, and another to Shreveport. After that, every index, from building permits and freight loadings to the census of variety theaters and disreputable characters, attested that the city was a reality.

As early as 1872, the *Texas Almanac* pointed Dallas out as one of three North Texas towns already "beginning to put on the airs of a city." That her rivals even at that time recognized Dallas' city-building psychology is evident from the Fort Worth *Democrat's* complaint in 1872 that "The first thing the children are taught to speak is 'Hurrah for Dallas!' and the tyro chirographer scrawls it in writhing characters over a ream or two of foolscap."

Dallas was able to "put on the airs of



OLD PARKLAND HOSPITAL

a city" because, during the first third of its life, it had developed these conspicuous traits:

Aggressiveness: A sort of Mid-Western "up-and-at-'em-ness."

Metropolitanism: A will to become a city and a determination to acquire whatever was involved in that.

Promotionalism: A skill and a technique for attaining its civic objectives.

Opportunism: A technique for achieving its ends by oblique methods, if frontal attack failed.

Investmentism: A willingness to pay the cost of what it sought, and a determination to make the investment pay.

Self-appreciation: A consciousness of its own worth and shrewdness. (Outsiders sometimes mistake this for arrogance.)

Superiority complex: An unexpressed but not carefully concealed feeling of superiority over other Texas cities, which would have made it difficult in 1872 (or 1946) for Dallas to win a popularity contest.

Competitive determination of civic objectives: The very human desire to want something more keenly if someone else is trying to get it.

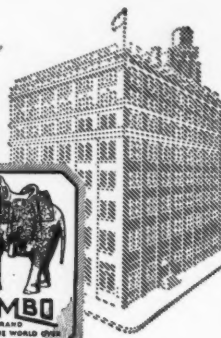
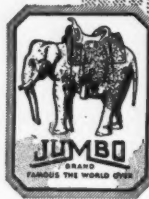
These traits and attitudes early became a part of the personality of Dallas, and they have persisted down to the present day. Superficially, perhaps, there has been some change in the mode of expression, but it is improbable that the fundamentals have changed.

Has this aggressive—and progressive—policy paid dividends for Dallas? According to the record thirty-five Texas towns were larger than Dallas in 1858 and only twenty-three were smaller. It would probably have been impossible at that time to convince the four hundred inhabitants of Montgomery, the six hundred of Boston, or the seven hundred of Indianola, that little Dallas had something they lacked—call it promotional skill, intangible resources, city-building determination, or what you will. Yet, by 1940, Dallas, with almost three hundred thousand inhabitants, was second among Texas cities—while Montgomery's population was seven hundred and fifty; Boston's one hundred and thirty-five; and Indianola's, zero.

Seventy-three years after a neighboring newspaper complained that Dallas babies were being taught to shout "Hurrah for Dallas!" these children's children have created a Master Plan which, even more emphatically, shouts the same sentiment. The traits that motivate that Master Plan are certainly as old as the city itself.



SERVING The Southwest For 77 Years



Through the decades The Schoellkopf Company has anticipated the needs of the rapidly-growing Southwest. To its own famous brands have been added for distribution many other nationally known lines of reputable manufacturers to broaden the service to dealers throughout the Southwest.

MANUFACTURERS:

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- O'Cedar Products
- Westinghouse Lamps
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For quicker service to our dealers we maintain a large hardware and implement Division Warehouse in the 600 block of South Austin Street, in Dallas. Two automotive supply houses are operated in Dallas and one each in Sherman, Jacksonville and Mt. Pleasant, Texas.

THE SCHOELLKOFF COMPANY
MANUFACTURERS • DISTRIBUTORS • EXPORTERS
Since 1869
DALLAS, TEXAS

Transportation

(Continued from Page 28)

were at least 31 stage lines operating in the state, yet this was extremely slow and uncomfortable travel at best. Most of the stages were drawn by six horses or mules, yet the best possible speed was only eight miles per hour. In most sections it averaged only five. The passengers had to pay 10 cents per mile fare and, in addition, frequently found themselves helping to get the coach out of mudholes or across particularly bad spots in the road. A trip from Dallas to St. Louis and back required at least a fortnight.

Although no locomotive whistle was ever heard in the Republic of Texas, both governmental and private efforts were made to start a railroad. The first attempt was in the fall of 1836. Several companies were chartered and in 1840 construction was in progress, with slave labor, on what was later to become the Galveston, Harrisburg and San Antonio Railroad.

With only two miles of track in 1856, the road acquired its first engine. This line, now a part of the Southern Pacific system, did not reach Dallas until 1872.

The chief public aid to railroads in Texas was land grants. Railroad construction was rapid during the middle and late seventies and throughout the eighties, and several roads were built across the great expanse of west Texas. The peak of early railroad building was reached when in

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Frisco Preview. Pictured is the 4,000 horsepower diesel-electric streamlined locomotive which will power Frisco's flash trains on the Meteor and Texas Special runs. The new engines, now being constructed by General Motors, will embody the latest developments in diesel power brought about since Pearl Harbor.

1881 there were 1,669 miles of track laid, with construction amounting to several hundred miles per year throughout this period. Texas railroad construction has declined since the eighties, but railroads have expanded into the Panhandle and South Plains areas in recent years.

Dale Miller

(Continued from Page 7)

triotism, and real ability. Both are men of high character, and they have reflected much credit on the cities they have represented for an average of more than thirty years.

Consequently, the forthcoming Congressional elections in Dallas and Fort Worth are doubtless the most important in more than a quarter of a century. If John Garner's political equation involving continuity and seniority and power still influences the political thinking of Texas, it means that the elections this year will start a new cycle in Dallas and Fort Worth. And the prominence of their outgoing Representatives is such that the eyes of the nation are on these Texas cities. It behooves the people to think deeply and choose wisely.

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Republic National Life Reinsures Business of International Travelers

Reinsurance of the life, accident, health and hospitalization business of the International Travelers Assurance Company by the Republic National Life Insurance Company of Dallas has been announced by Theo P. Beasley, president of the Republic National, following ratification of the reinsurance proposal by stockholders of both companies.

The consolidation of the two Dallas companies raised the Republic National's assets to more than \$11,000,000 and the total life insurance in force to more than \$66,000,000.

Ben Haughton, who was president of the International Travelers, and George R. Jordan, vice president, have been elected vice presidents of the Republic National. A. P. Dowlen, formerly secretary of the International Travelers, has been named assistant secretary of the Republic National.

Addition of the accident, health and hospitalization insurance now permits the Republic National to offer a complete coverage comprising every type of personal insurance protection, Mr. Beasley pointed out. The home office staff and field force of the International Travelers



THEO P. BEASLEY

are continuing with the Republic National organization. All activities of the company will be directed from the home office quarters in the Republic National Life Building, but the Dallas city agency will occupy the former International Travelers quarters in the Burt Building.

First Texas Chemical Plans Expansion

A pioneer Dallas firm with a modest beginning, the First Texas Chemical Company, founded at Paris in 1901 and moved to Dallas in 1903, now occupies a modern plant at 1800 North Lamar as one of a few Texas manufacturers of a complete line of modern pharmaceuticals.

Plans for greatly expanded operation to keep the company's production in step with the increasing practice of preventive medicine have been announced by V. M. Payne, present head of the firm, which he joined many years ago as a salesman.

While the company's physical assets were very unpretentious in the beginning, it has had associated with it a number of outstanding executives and men who were leaders in business in the Southwest. Among these have been Colonel C. C. Slaughter, J. L. Lovejoy, Albert Handly, C. W. Leete and J. S. Keene. For more than forty years the company has adhered to the policy of distributing its products to the medical profession through ethical channels only.

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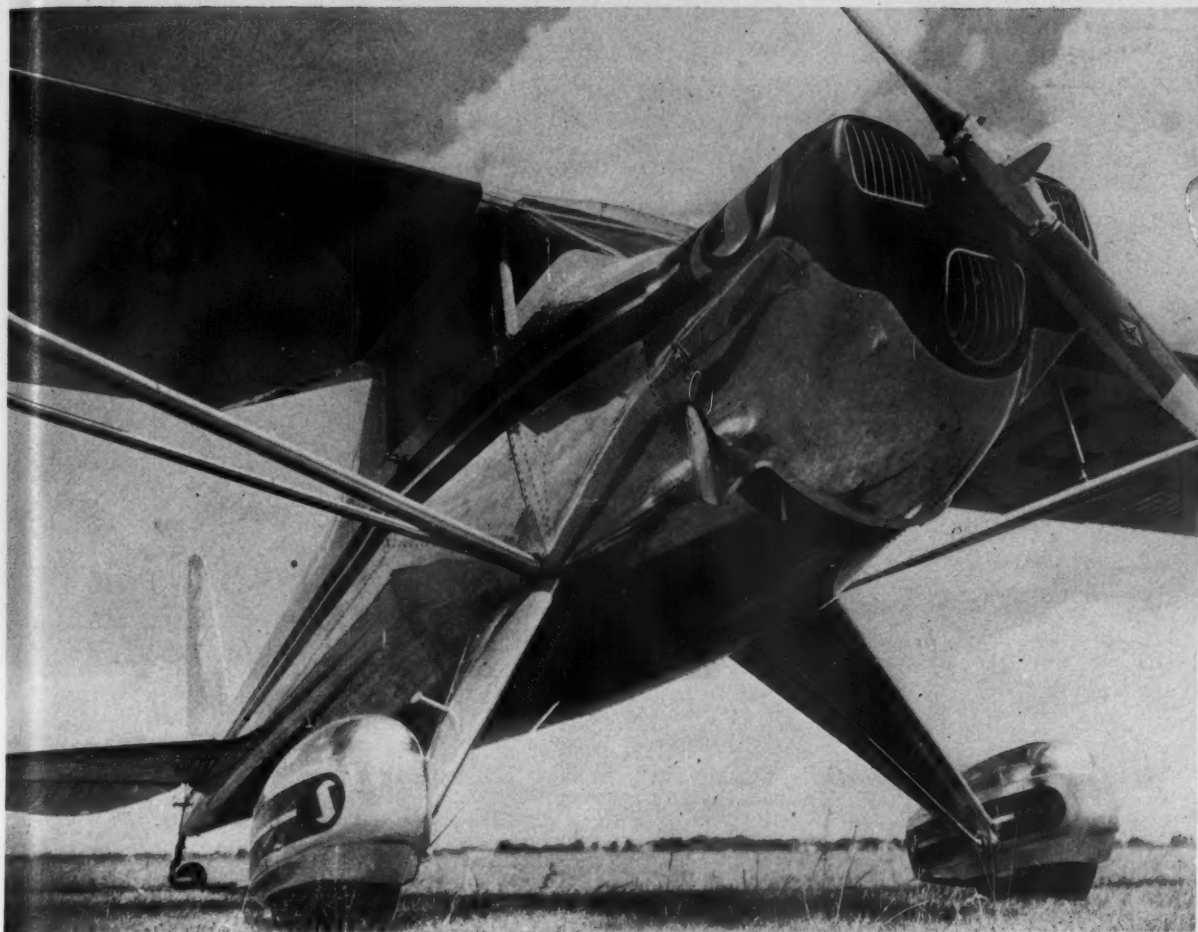
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